

**IATA
INNOVATION
DAY**



**IATA
INNOVATION
DAY**

Geneva, Switzerland
25-26 April 2024

Welcome Address

Stephan Copart

Head Digital Transformation, IATA



Innovation Day 2024

125

Registered
Delegates



39

Individual
Airlines



63

Airline
Delegates



16

Digital Innovation
Strategic Partners



9

Accelerate
Startups





amadeus



accelya

IDnow

SITA



Plusgrade 



Infosys



neoke



中国航空结算有限责任公司
Accounting Centre of China Aviation



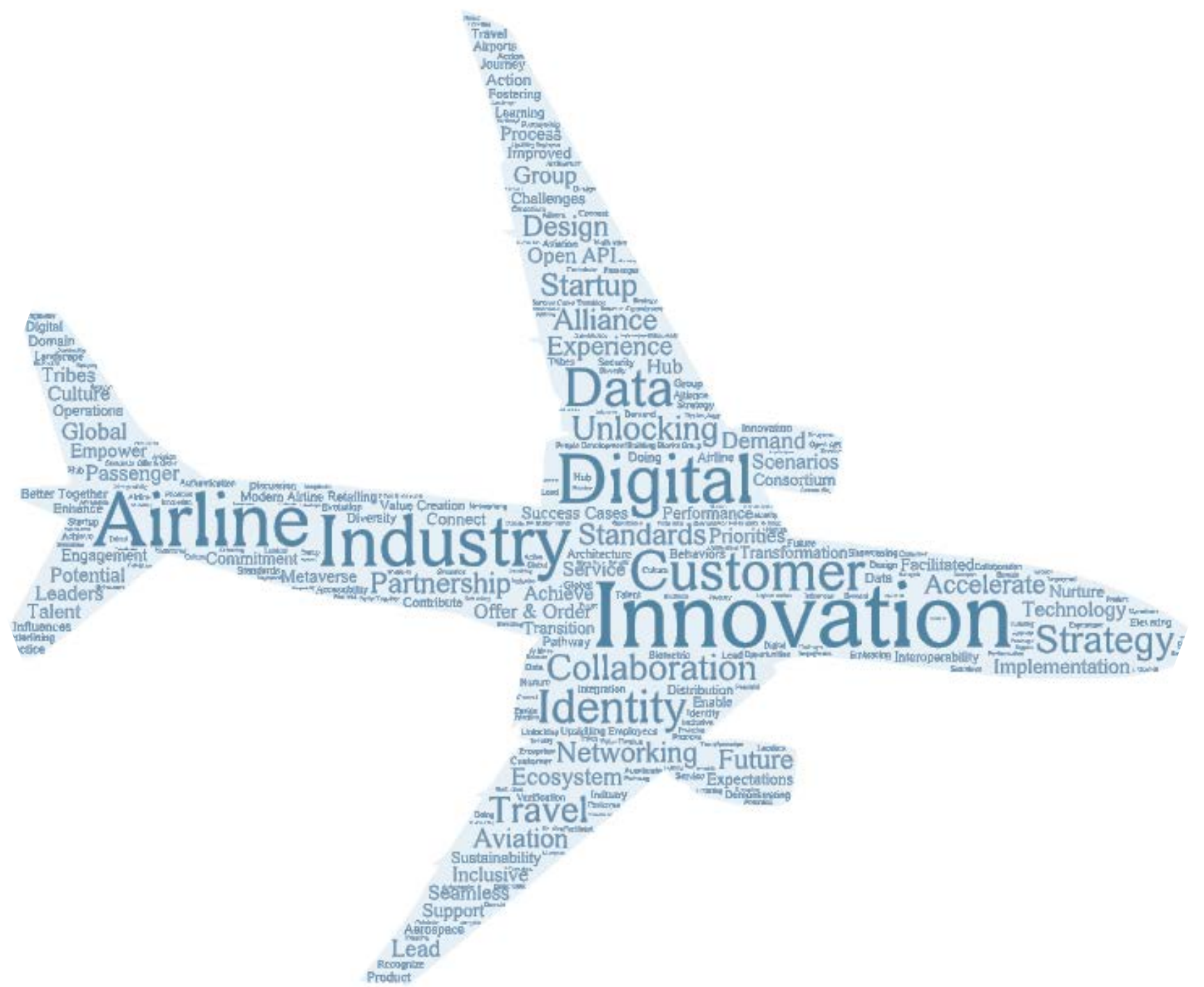
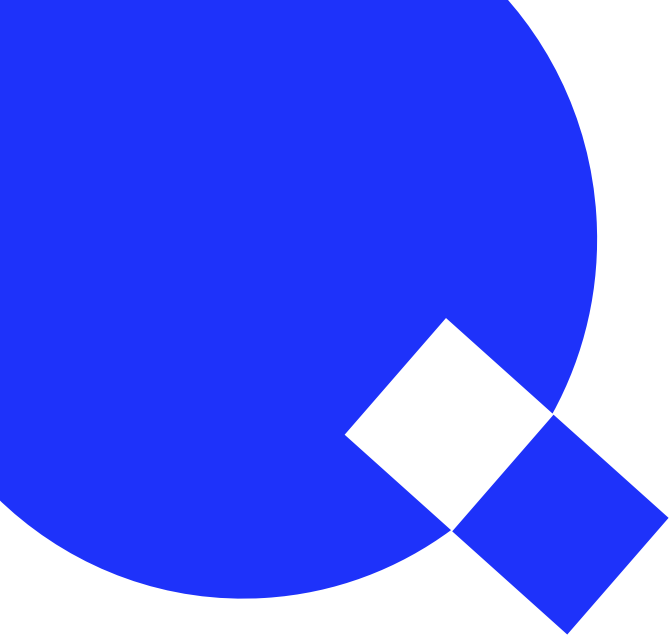
GLOBAL
BUSINESS
TRAVEL

What are you looking to get out of the Innovation Days?



A word cloud centered around the word "Innovation". The word "Innovation" is the largest and most prominent. Other words include "IATA and other airlines", "networks with airlines", "open innovation industry trends", "Digital Innovation", "voice of industry", "innovation ecosystem", "aviation industry", "New Innovation", "latest in innovation", "airline industry", "latest trends", "innovation practice", "peers and the industry", "airline retailing", "innovation in the industry", "innovations in the aviation", and "opportunities during the Innovation".

IATA and other airlines
networks with airlines
open innovation industry trends
Digital Innovation
voice of industry
innovation ecosystem
aviation industry
New Innovation
latest in innovation
airline industry
latest trends
innovation practice
peers and the industry
airline retailing
innovation in the industry
innovations in the aviation
opportunities during the Innovation



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Anderson Pacchioni

Senior Manager, Digital Innovation Engagement , IATA



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Legal Briefing

Miriam Geiss

Senior Specialist Counsel, IATA



Competition law guidelines

Do not discuss:

- Any element of prices, including fares or service charges
- Commissions
- Allocations of customers or markets
- Marketing plans, commercial terms or any other strategic decision
- Group boycotts
- Your relations with agents, airlines, tech providers, vendors, or any other third parties
- Any other issue aimed at influencing the independent business decisions of competitors

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What do Customers Want?

Marion Guerel-Veyrines

Manager Survey Solutions, IATA



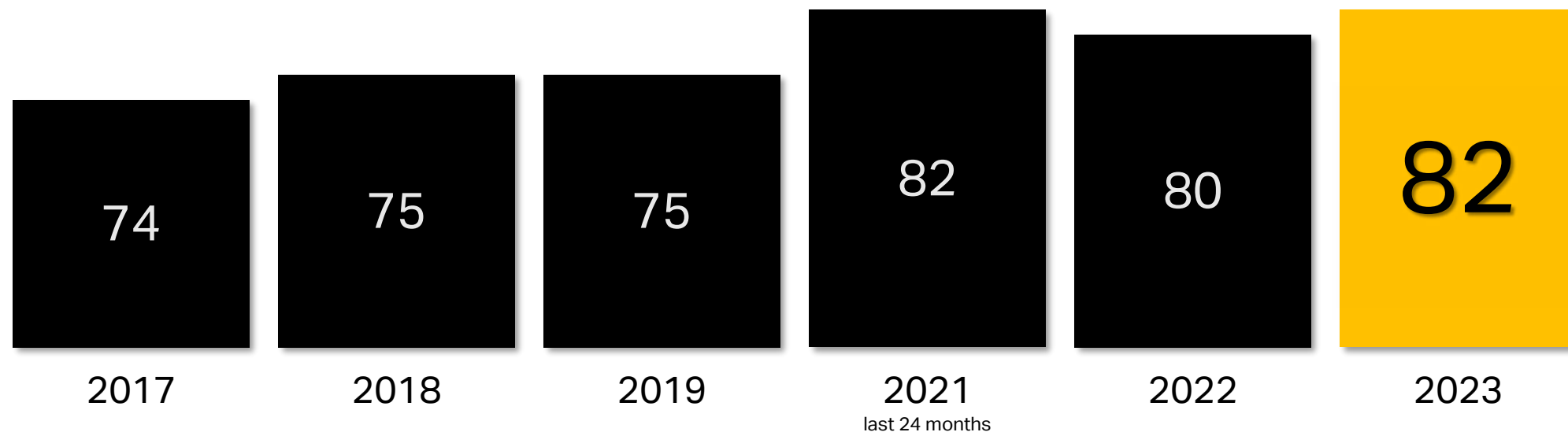


IATA Global Passenger Survey

2023 Highlights

Growing satisfaction reaching record levels

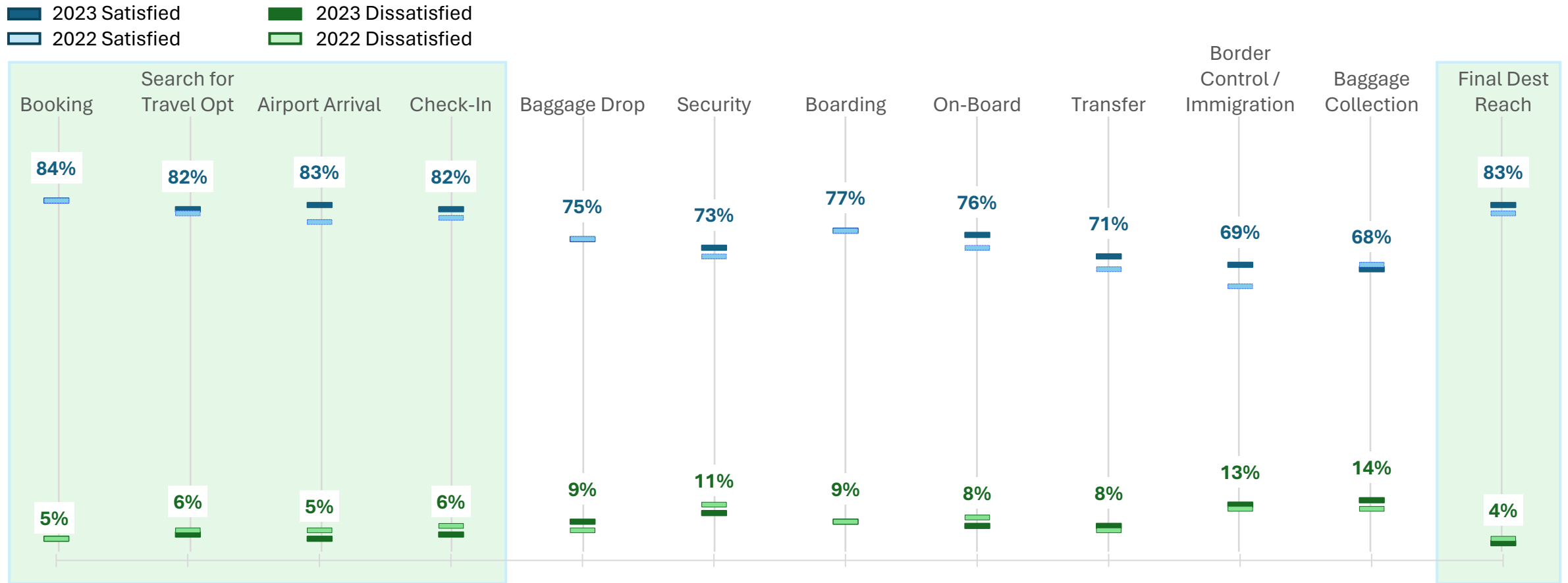
% of Satisfied (Very satisfied + Somewhat satisfied)



Source: Global Passenger Survey 2023

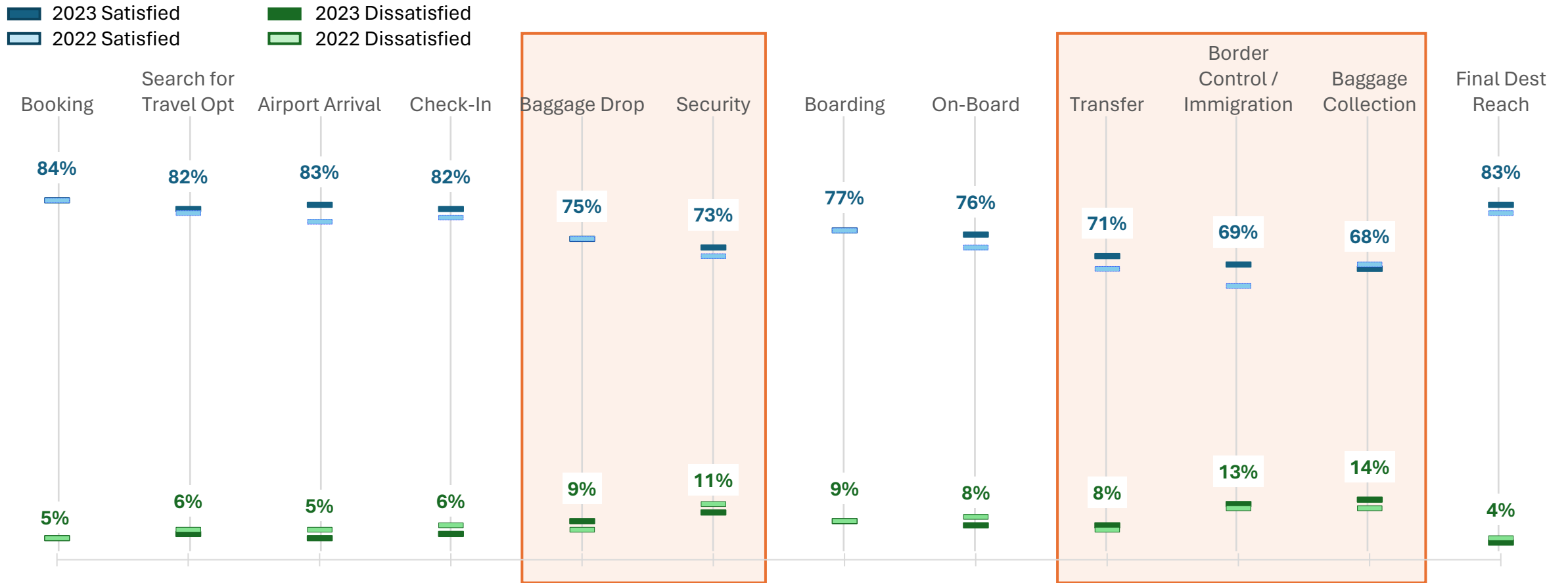
Base: N (2017)=10'675, N (2018)=10'408, N (2019)=10'877, N (2021)=13'579, N (2022)=10'206, N (2023)=8'790

“Planning my trip” and “Reaching final destination” touchpoints are key drivers to positive satisfaction



Source: Global Passenger Survey 2023
 Base: N (2022)=10'206, N (2023)=8'790

Air travelers' pain points remains about the airport processes ("Baggage", "Border Control" and "Security").



Source: Global Passenger Survey 2023
 Base: N (2022)=10'206, N (2023)=8'790

Passengers' top priorities are:

CONVENIENCE

"It would be so easy access all my trip information from one single location"

SPEED

"Too much time spent at border control, especially when travelling with kids"

Convenience is the driver for positive Booking...

84%

travelers are satisfied their booking experience

Interesting Fact:

Leisure Passenger are significantly more satisfied than Business
85% vs 80% Top2Box

#1

touchpoint with the highest satisfaction levels

Improvement areas:

- Access to information in one single place
- Clarify what is included in the price and what is optional

... and Payment experiences

3 out of 4

travelers are satisfied with the ticket payment experience

73%

have preferred paying with credit/debit card



But preferred payment medium vary by region

	Global	Africa	Asia Pacific	Europe	LATAM	Middle East	North America
Debit/Credit Card	73%	57%	61%	81%	85%	70%	74%
Digital Wallet	18%	11%	41%	15%	4%	14%	8%
Bank Transfer	18%	36%	16%	17%	17%	21%	18%
Loyalty Points	17%	11%	11%	14%	20%	18%	25%

Ranking of preferred method of payment. Question with multiple choices.

Payment touchpoint is critical to support industry growth

38%

of passengers dissatisfied with payment related to a lack of flexibility*

25%

passengers did not purchase additional airline product/services because of a payment issue

Improvement areas:

- Make payment easier
- Secure right method payment for key target
- Enable split payment
- Be transparent with fees

*No availability for split payment and preferred payment option

Complex visa requirements deters travelers

36%

have been discouraged from traveling due to immigration requirements

49%

main deterrent is process complexity

When data sharing is a key enabler for convenient immigration process

87%

are willing to share immigration info before departure to speed up arrival process, up 4% from 2022

2 out 3

prefer online application ahead of travelling for obtaining a visa

Speed is the essence at the Airport

55%

passengers would like to be notified about FastTrack options ahead of their trip

2 out of 3

believe that queuing times at security checkpoints need to be improved

91%

said they would be interested in a trusted travel program to get them through security faster

Increasing usage and confidence in Biometrics

+12pp

usage of biometrics at the airport in 2023. It represents 46% of the passengers

75%

of passengers want to use biometric data instead of passports and boarding passes

85%

score on positive satisfaction for those using biometrics

Data protection is the key enabler for biometrics

40%

would reconsider the use of biometrics if they were reassured about its privacy

Top concerns about the use of biometric information

1. Data Breaches
2. Data being shared with other organization
3. Not knowing how long data will be stored
4. Not knowing how data can be deleted

Want to learn more?

Get your copy of

2023 Global Passenger Survey

- PDF Report
- PDF + Excel Combo
- Historical Combo Last 3 years

Table of Contents:

- | | |
|-----------------------------|-------------------------------|
| 1. Travel satisfaction | 6. Your biometric information |
| 2. Booking & Payment | 7. At the airport |
| 3. Special assistance | 8. Connection |
| 4. Facilitating immigration | 9. Travel disruption |
| 5. Your baggage | 10. Arrival |

www.iata.org/gps

-20% discount with **GPS20** promo code
Until May 31st, 2024



Thank You



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Airline Strategies on Customer Expectations

Stephan Copart

Head Digital
Transformation, IATA

Kenny Chang

Executive VP CMO,
Korean Air

Peter Lienhard

Head of IT, SWISS
& Head IT Domain
Commercial, LHG

Julio Toro Silva

VP & Chief Information
and Technology Officer,
Copa Airlines



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Modern Airline Retailing – The Tangibles

Yanik Hoyles

Director Distribution, IATA



Modern Airline Retailing

Yanik Hoyles

Director Distribution, IATA

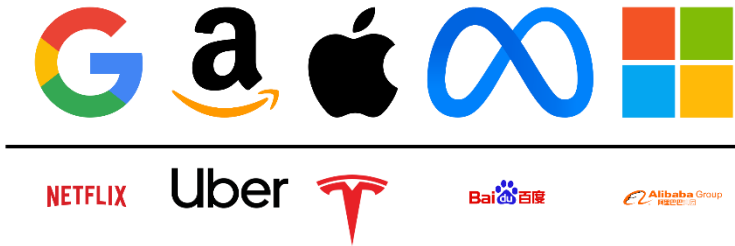


Forces outside the airline industry are shaping customer expectations

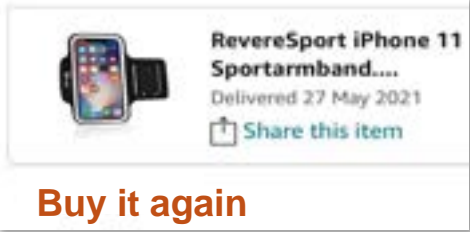
Digital and data-native companies



Tech giants



World Class Digital Retailing



One-click shop and order & pay, bundling, one single customer record,



But today, our industry is **constrained and limited** by the legacy standards, processes & technology in place

Modern Airline Retailing

Airlines in control of their
Products, Money & Data

Digital

Identity

Selling with Offers

**Fulfilling with
Orders**

The "train has left the station"



73 Airlines



100 Tech providers
& Others



Strong acceleration
in US



... and recent
announcements in
Europe

Airline Retailing Maturity index



Today, the industry retailing modernization is finding maturity and has strong momentum. Airlines are working together with value chain partners towards achieving the shared goal of modern airline retailing. The entire value chain wants to scale and drive value as quickly as possible.

IATA has equipped the industry with the Airline Retailing Maturity (ARM) Index, which provides airlines and their partners with improved visibility of their own and other organizations' retailing maturity. The ARM Index is structured around three pillars:

- Capabilities verification (publicly represented in the [ARM Index Report](#))
- Partnership deployment
- Value capture compass

For further details on the program, read the [Airline Retailing Maturity Index \(ARM\) Index Toolkit](#). Please contact us with any questions at [arm@iata.org](#)

Airline Payment index

The IATA Airline Payment Index is a self-assessment tool for airlines that helps them determine their status in the payment & settlement transformation journey. This index aims to assist each airline in understanding the importance of payment & settlement and optimizing their processes.

The survey is structured in four pillars, each supporting value creation:

- Strategy
- Organization
- Capabilities
- Monitoring

The confidential report generated by the Airline Payment Index is specific to each airline and highlights points for consideration enabling the airline to identify potential areas of improvement.

For further details on the program, read the [Airline Payment Index Introduction](#) and [Airline Payment Index Toolkit](#). Please contact us with any questions at [arm@iata.org](#)



Registry

Registry of companies and their retailing capabilities



Self-Service Platform

Manage your company's information



Resources &
Documentation

All the information you need for the ARM Index

*Source: the IATA Airline retailing Maturity (ARM) index

And some airlines are already realizing benefits

100m+

Annual savings in
Distribution costs

1.5%

Increase in
revenues from
Continuous
pricing

600m+

Revenue increase
by 2027

50m+

Annual value
creation in
payment from
2027

But if they want to become truly customer centric airlines need a legacy-free framework with Offers & Orders only

And so, a Consortium is helping to accelerate the journey to modern airline retailing

Consortium Members



iata.org/Retailing-Consortium



MEMBERS | **WORKSTREAMS & RELEASES** | IN THE NEWS | AIRLINE TANGIBLES

1. Business Case V.1.0

- Modern Airline Retailing - A Business Case V.1.0: this document focuses on the next phase of the journey to Modern Airline Retailing, which entails a significant transformation of the IT infrastructure and underlying processes, in order to enable airlines to fully retail their products without constraints.
 - A Business Case (Chinese translation)
- Business Case and Decision Drivers: Lessons from the Leaders - to be released in Q2 - [get notified](#)

2. Business Reference Architecture

- The first version of the Business Reference Architecture was developed by the Airline Retailing Consortium, supported by IATA's industry architects, with the objective to support the move to a world of 100% Offers and Orders.

3. Airline Transition

- IT Provider Readiness and Airline Transition Pathways: the latest output of the Consortium's work presents the findings of extensive research with 15 IT Providers, assessing their commitment and readiness to roll out a new generation of solutions, as well as timeframes to transition to 100% Offers and Orders.
 - IT Provider Readiness and Airline Transition Pathways (Chinese translation)

4. Industry Transition

- Successful Airline Retailing Requires Industry Partnerships: developed by BCG in collaboration with the Airline Retailing Consortium and IATA, the study capitalizes on inputs from over 20 senior executives across the broader travel ecosystem and outlines the most important action points that the ecosystem players should focus on, as they engage in the journey to Offers and Orders.

5. Procurement Considerations (RFI framework)

- MAR - Retailing Platform Procurement Considerations: serves as a guide for airlines in the procurement process of a modern and modular platform for airline retailing, based on 100% Offers and Orders. It outlines key principles, considerations, and business requirements to be taken into account by airlines when evaluating vendors and their solutions.

6. Delivering with Orders

- To be released in the second half of 2024 - [get notified](#)

Let's hear from some of these airlines



In case you want to learn more....



iata.org/Retailing

Airline Retailing

Together, Let's Build Modern Airline Retailing!

Today, customers want personalization, efficiency, and seamless experiences on any channel. Modern Airline Retailing, supported by the implementation of NDC, ONE Order, and related standards, can achieve this and move airline distribution away from legacy products and into the future. This is what the transition to 100% Offers and Orders is all about.

The journey is well underway but there is more to be achieved.

Watch our November 2023 update on the status of the journey.

This webpage offers a comprehensive overview of the IATA standards and programs enabling value creation through modern retailing. Useful information and resources are also made available to support organizations across the value chain in planning their transition - from strategy to initiation and implementation.

A World of Offers and Orders

Explore the IATA standards supporting the implementation of capabilities that drive the industry transition to Modern Airline Retailing.

- Retailing with Offers**
 - New Distribution Capability (NDC)
 - Dynamic Offers
- Delivering with Orders**
 - Fulfillment with Orders - ONE Order
 - Working with Offers and Orders

Hear real-world examples & get inspired

Implementation Soundbites

Learn more

Quick Links

- Airline Retailing Consortium**
Learn more about its airline members and their work.
- Plan your Airline Retailing Journey**
Customized checklist to your needs: Airlines, Sellers, Corporate Buyers, Download.
- Airline Retailing Maturity Index**
Find your partners in the AIR index report.

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Industry Sustainability Commitment

Jenniina Ylonen,

Engagement & Operations Manager,
CO2 Data Solutions, IATA





CO2 Connect

Supporting airlines to ensure CO2 data consistency

Jenniina Ylönen
CO2 Data Solutions, IATA



Landscape

- Governments, corporates, and the wider public have increasing expectations for the air transport sector to act sustainably and be transparent about the environmental impacts
 - Leads to a proliferation of differing CO2 emissions calculators and methodologies, lowering consumer trust
 - Governments are growingly interested in regulating how CO2 emissions are displayed in relation to air travel
- Airline industry strongly supports the use of IATA RP1726 as the preferred industry-approved methodology



Vision



Ensuring consistent and accurate CO₂ data is displayed across the travel value chain



Supporting airlines in calculating CO₂ emissions data for passenger travel

Solution



- Connecting airlines with an accurate & trusted CO2 solution required by their customers and aligned with industry standards

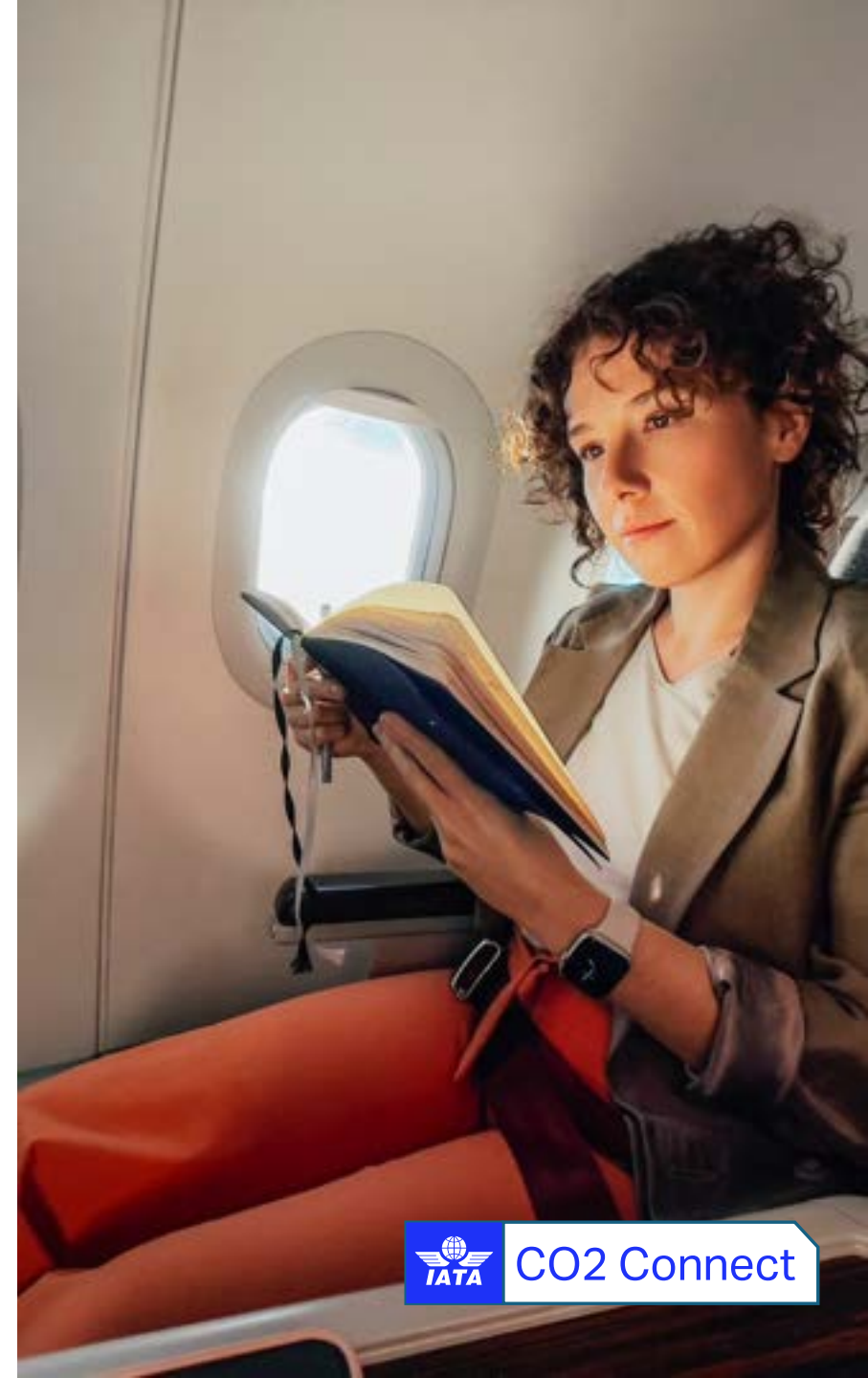
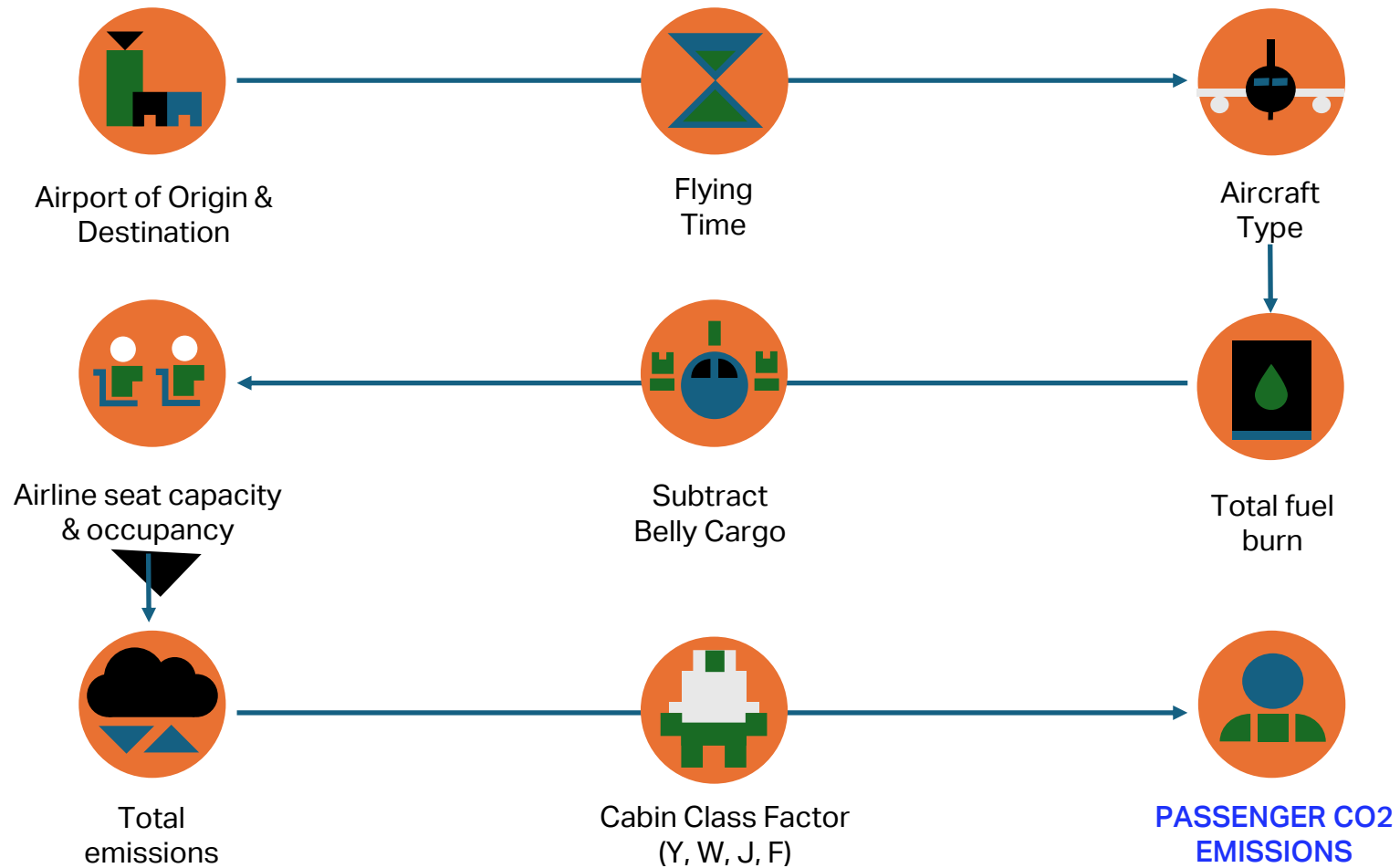


Solution

Using airline audited data
versus a **theoretical model**



Data model



Value proposition



CO2 data
reflect airlines'
real performance



Sensitive
performance data
is secured



Consistent data
displayed across
travel industry



Protects over
proliferation of
CO2 data



Promotes
industry-
developed
methodology



CO2 Connect

Want to join?

Contact us at

co2datasolutions@iata.org



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Networking Coffee Break



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Industry Innovation

Kat Morse

Senior Manager Innovation & Partnerships, IATA



Innovation@IATA



To ignite innovation
through collaboration,
driving transformative
progress in the
aviation industry.

Mission





Connections & Collaboration



Airlines



Tech
Providers

Solving Industry Challenges



Airports



Startups



Governments



Innovation Hubs



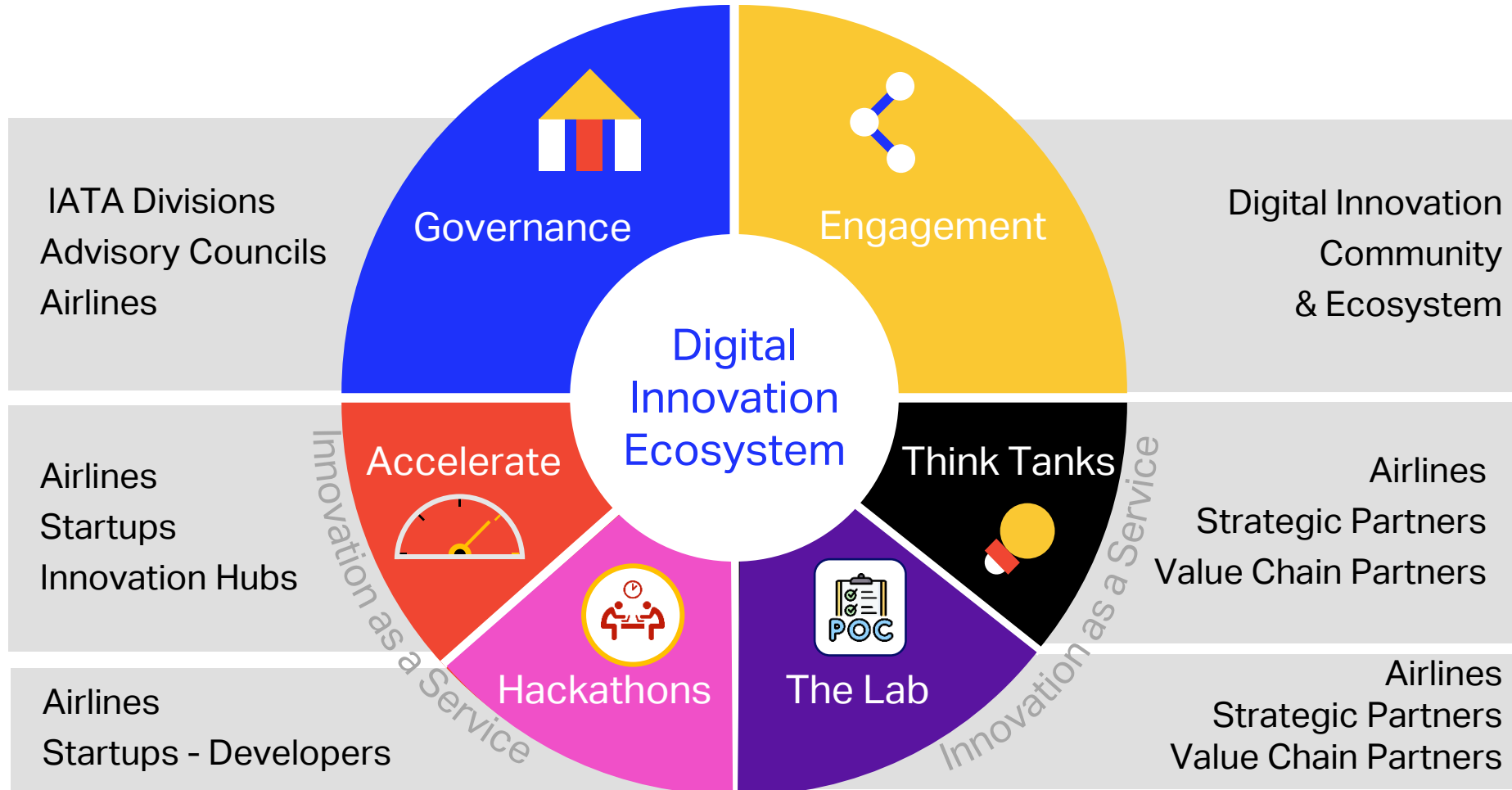
Universities



How: Innovation Toolbox



Innovation @ IATA



The Lab

A Testing Ground for POCs & Pilots

Connect airlines, tech providers, and startups who want to test solutions to solve industry problems

Innovation Sprint methodology to test ideas and concepts quickly

Objective: advance the amount of pilots / POCs in pre and post standard testing

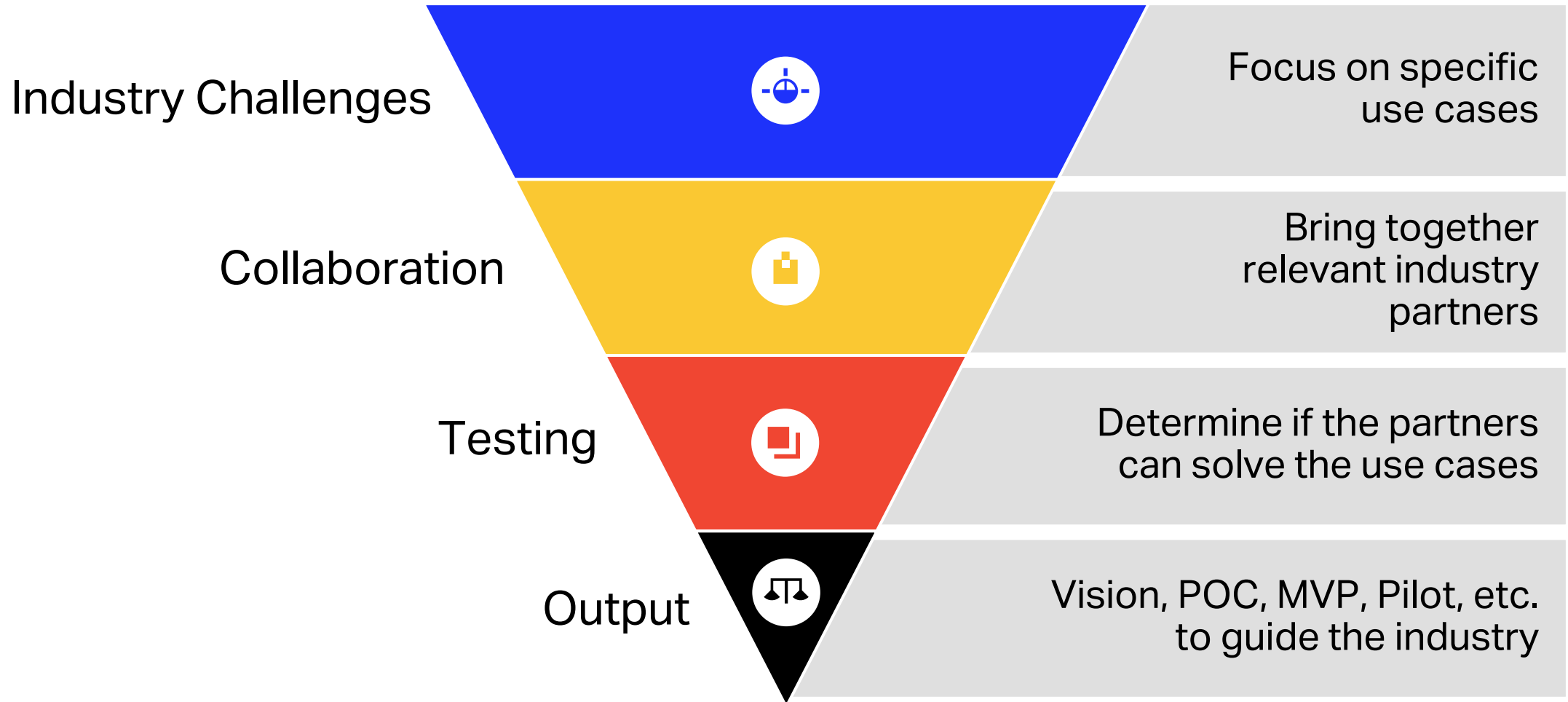
Work together to solve industry problems using new technologies

* Evolution of Think Tank (Pre-2023)





Innovation Sprints @ The Lab



Digital Innovation Engagement

Members of our Digital Innovation Community have access to a variety of Innovation Webinars, PoCs under the Innovation Lab, Roundtables, Sprints, and Innovation Day events.

Innovation Day

Brings together the Digital Innovation Community to discuss the current industry priorities and promote IATA initiatives.

Sprints

Time-bound, collaborative workshops (under the Lab) where participants work together to solve a specific challenge faced by the industry.

Roundtables

Collaborative brainstorming where the community shares insights, discusses cutting-edge ideas, and foster innovation through knowledge exchange.

PoCs

Tests whether a concept can be implemented successfully and that it has the potential to deliver value. Identifies any technical or practical challenges that may need to be addressed.

Webinars

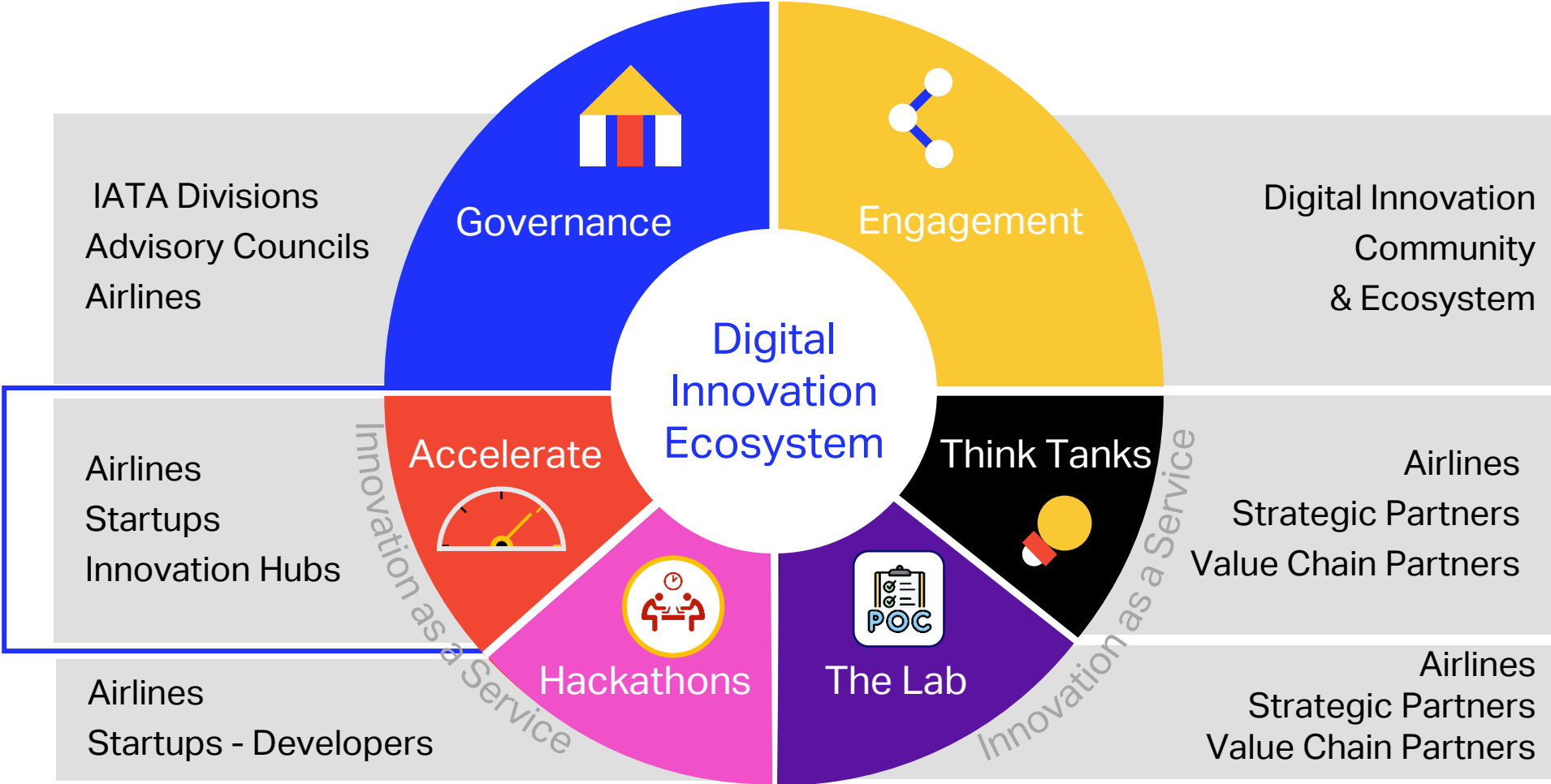
Provides the innovation ecosystem with essential updates, insights and guidance on the latest digital innovation advancements and trends to tackle industry priorities.

Tech Watch

Work with industry leaders to research new technologies that may impact the industry



Innovation @ IATA



Thank You!



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Our Startup Gems!

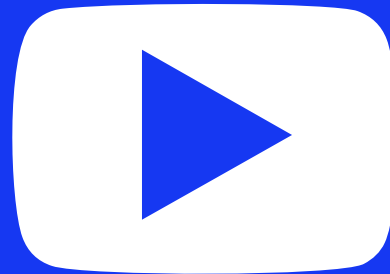
Paula Pardo Esteve

Senior Manager Ideation, Strategy & Partnerships, IATA





Play Video



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Our Startup Gems!

Simon Dempsey

Chief Commercial Officer, Plan3 (Batch 6 - 2023)



Plan3



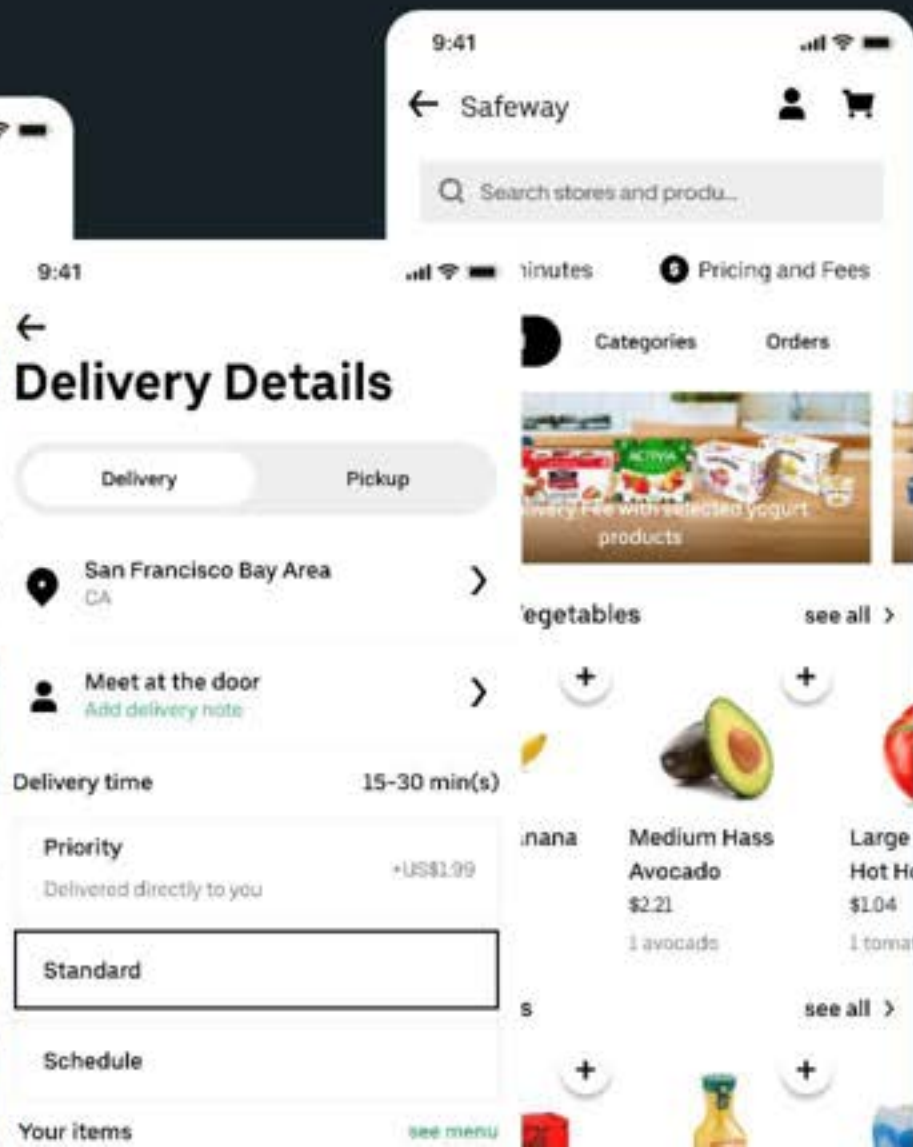
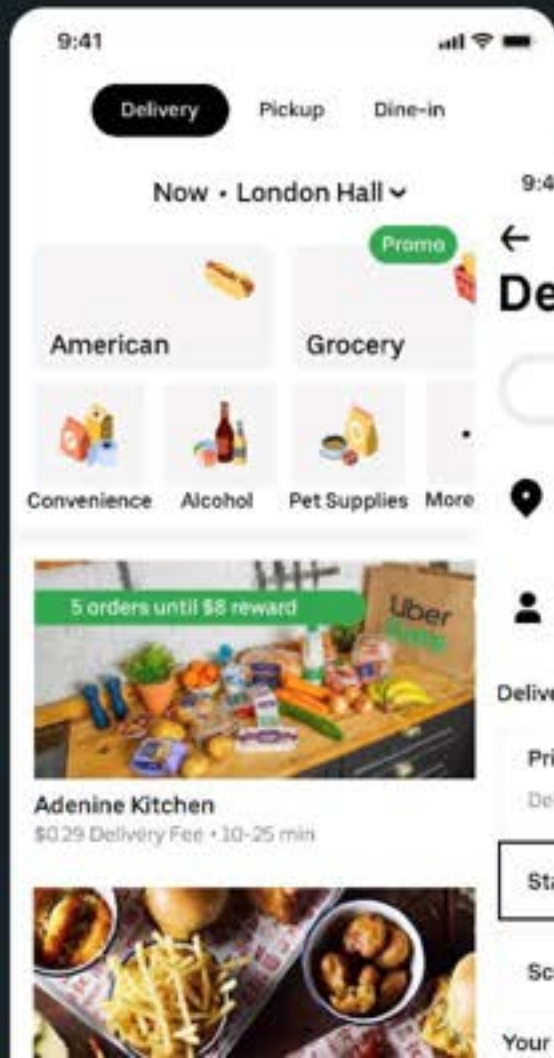
SIMON DEMPSEY
Chief Commercial Officer

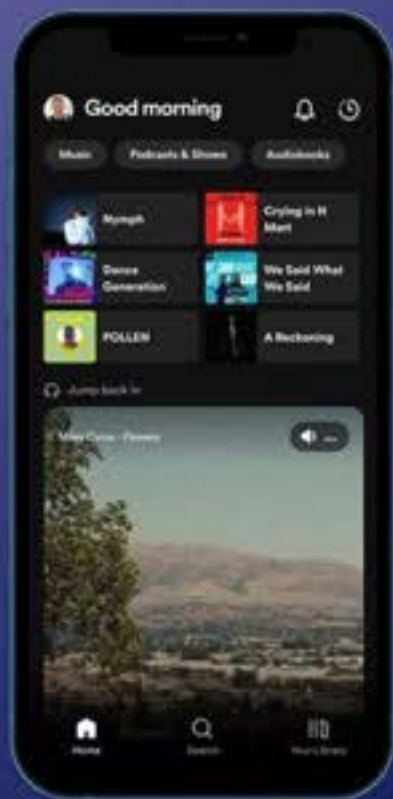


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Uber Eats



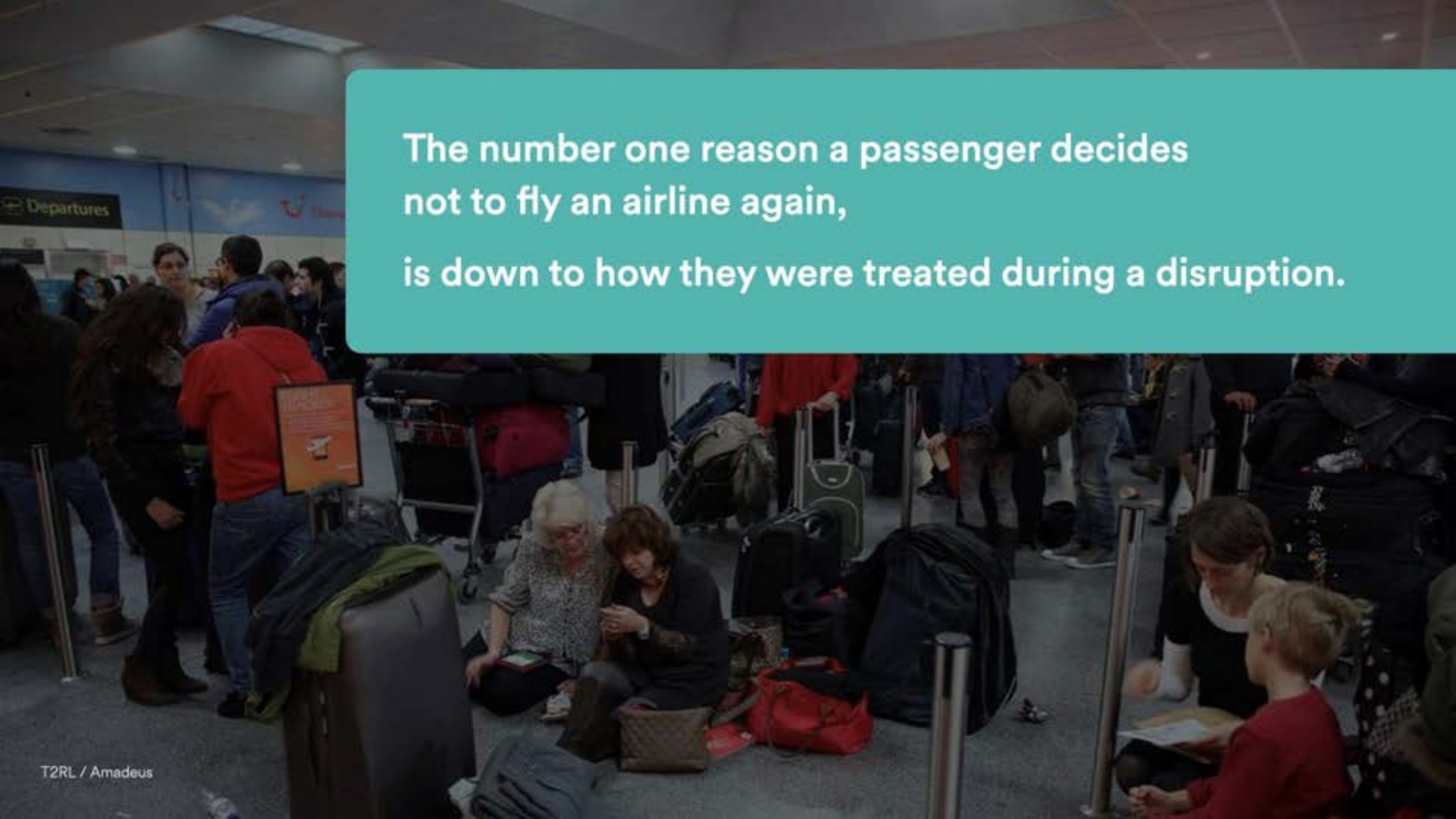






Departures

FLIGHT TRACKER

A photograph of an airport terminal with a teal text overlay. The background shows a busy airport terminal with people, luggage, and a sign that says "Departures". The text overlay is a teal rectangle with white text. The text reads: "The number one reason a passenger decides not to fly an airline again, is down to how they were treated during a disruption."

The number one reason a passenger decides not to fly an airline again, is down to how they were treated during a disruption.

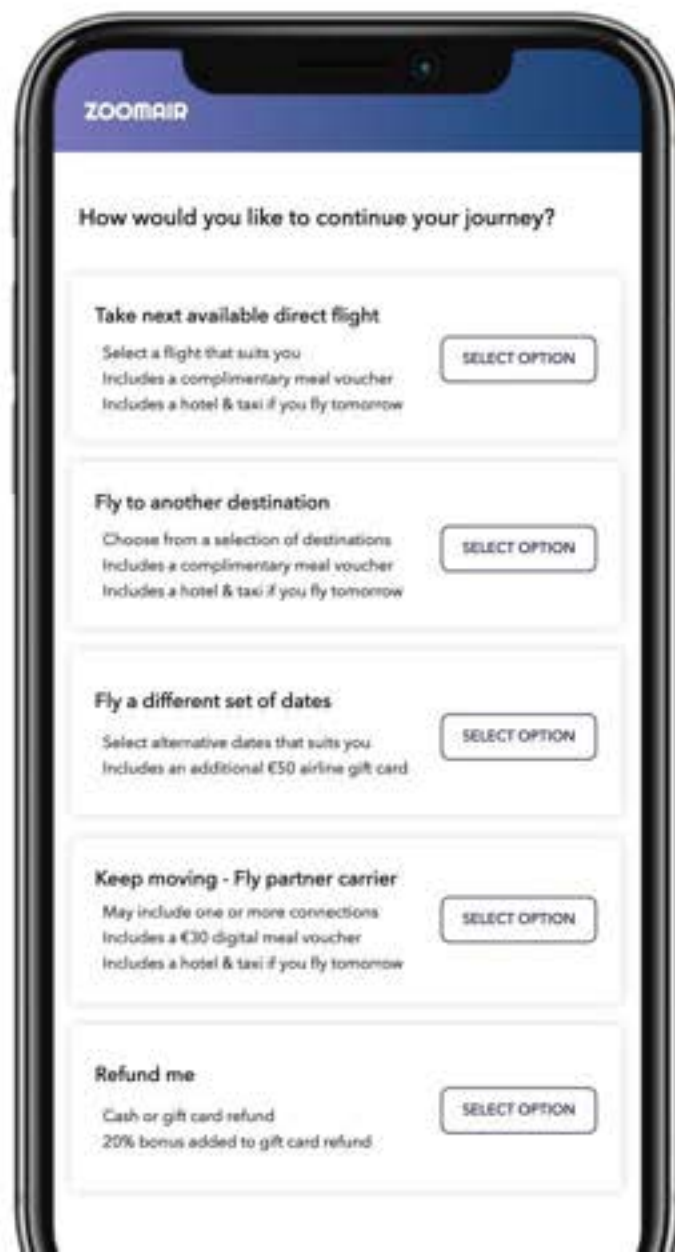
Plan3

Built in Iceland.
Use globally by CX-focussed airlines.



AviLabs

Plan3



ZOOMAIR

How would you like to continue your journey?


Take next available direct flight
Select a flight that suits you
Includes a complimentary meal voucher
Includes a hotel & taxi if you fly tomorrow

Fly to another destination
Choose from a selection of destinations
Includes a complimentary meal voucher
Includes a hotel & taxi if you fly tomorrow

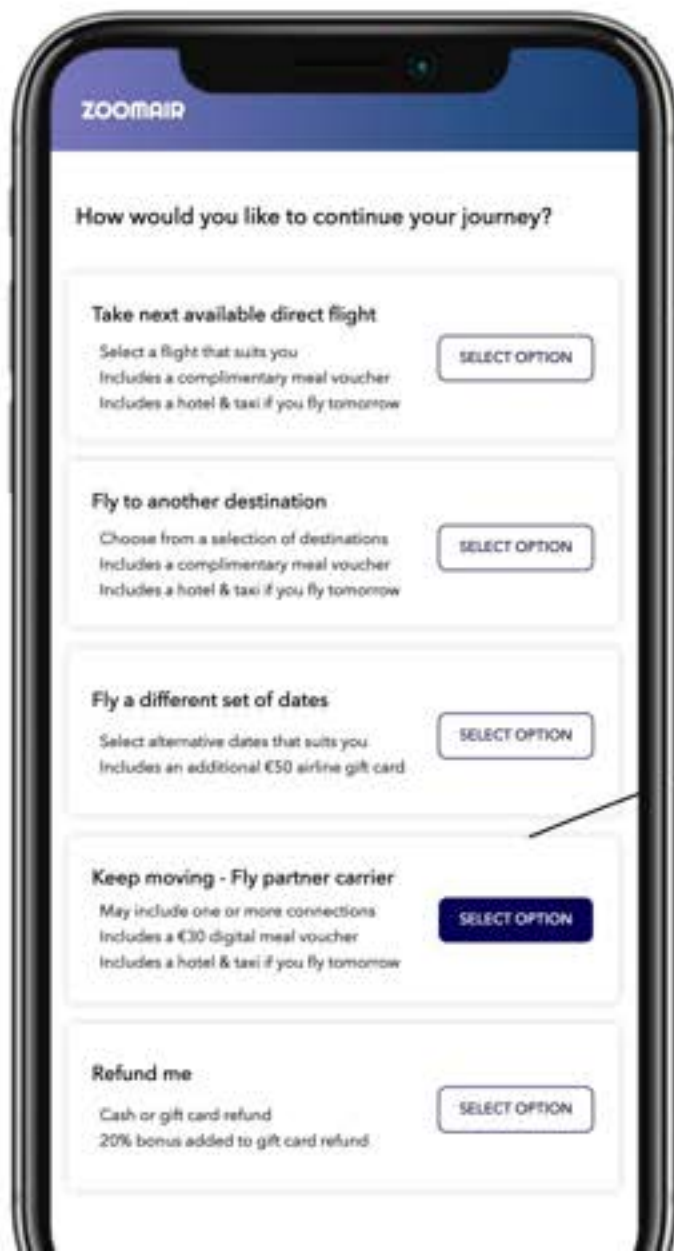
Fly a different set of dates
Select alternative dates that suits you
Includes an additional €50 airline gift card

Keep moving - Fly partner carrier
May include one or more connections
Includes a €30 digital meal voucher
Includes a hotel & taxi if you fly tomorrow

Refund me
Cash or gift card refund
20% bonus added to gift card refund



What would solve this disruption for you?



Everything connected behind the scenes

Flights, hotel supply, meal vouchers, ground transport, refunds...

Keep moving - Fly partner carrier

- ✈ May include one or more connections
- 🍷 Includes a €30 digital meal voucher
- 🏠 Includes a hotel & taxi if you fly tomorrow

SELECT OPTION

🔄 Automated refunds

✈ PSS and third party sources of inventory

🍷 Integrations with digital welfare providers

🏠 Direct connection to hotel PMS and discounted BAR rates

The Plan3 workflow

Personalised, context-aware solutions for travelers.



Issues inbox

Disruption issues are flagged at the earliest possible moment, graded by severity.

Option creator tool

Disruption teams can build and publish 'option packages', tackling thousands of problems within a few minutes.

Customer comms tool

Options are sent to passengers via a template-driven comms tool, baked into the system.

Personal info page

Passengers receive an alert with options made available to them, self-serving to a seamless onward journey.

Plan3

 Air transat

 transavia

 PLAY

 flair

 VOLOTEA

 DOHOP

 arajet

 Sabre
STRATEGIC PARTNER

Kicking the tires with Plan3

Lightweight Proof of Concept

- Minimal IT resource - use our API or PSS connections
 - ☞ Quickly validate the new customer experience
- Typically no cost to airline
 - ☞ 12 week trial period, tight scope
- Success? - The low hanging fruit:
 - ☞ Speed of response during IROPS
 - ☞ Customer satisfaction levels/NPS
 - ☞ Reduction in costs



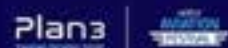
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Reports:

How Airlines Can Provide
a Consistent Passenger
Experience During IROPs

From Hub to Outstation



Download from plan3.aero

Plan3



SIMON DEMPSEY
Chief Commercial Officer

simon@plan3.aero
plan3.aero



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Our Startup Gems!

Alex Jara

CEO & Founder, Deal Engine (Batch 6 - 2023)



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Our Startup Gems!

Albert Van Veen

CEO, Fast ID (Batch 5 - 2023)





Digital ID in Travel

**I travel with my
own digital ID!**

Albert van Veen IATA 25th of April



The Digital IDentity is coming. And the airlines need to get ready to use it

A self sovereign digital ID is an identity that is owned by the passengers and enables them to get fast biometric access to events, services, and locations.

The **new European legislation** (eIDAS, ESSIF) accelerates a fast introduction of the self sovereign digital ID.

With self-sovereign ID, the passenger is back in control of their biometric journey, without needing to enroll or leave their data with multiple suppliers.

I travel with my own ID





The digital ID is created and managed by the passengers on their mobile-phone.

The digital ID has a wallet to store tickets and boarding cards.

The passengers themselves link their boarding card to digital- ID

The digital ID is linked to biometric smart gates at the airport.

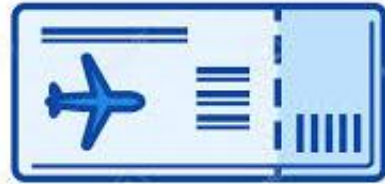
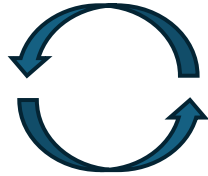
All the airlines need to do is sent their passengers an email

The digital ID of the passenger is used to create a DTC to travel

OPEN THE WORLD WITH YOUR SMILE



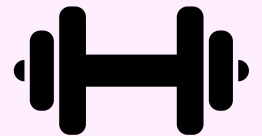
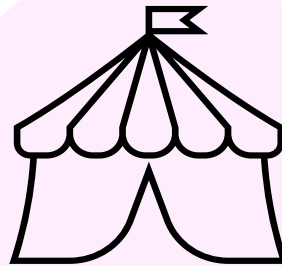
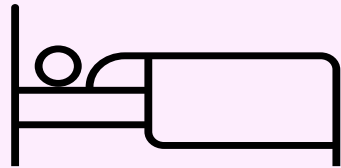
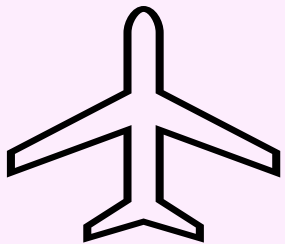
Create and own ID & Data



Add your ticket



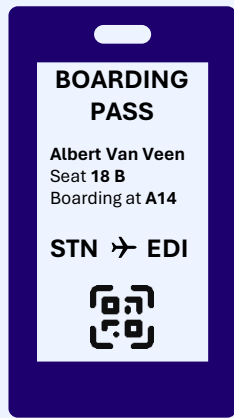
And use you face to open all doors



And keep your data on your mobile phone

Use your face as your boarding pass

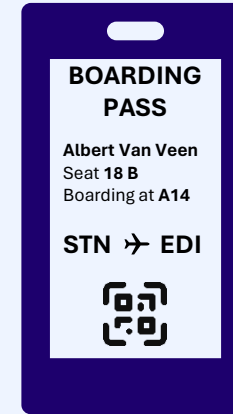
1. Link Boarding Card to Digital ID



*One time
Action!*



2. Travel as VIP with your biometrics



Check-In and Border Control



Security

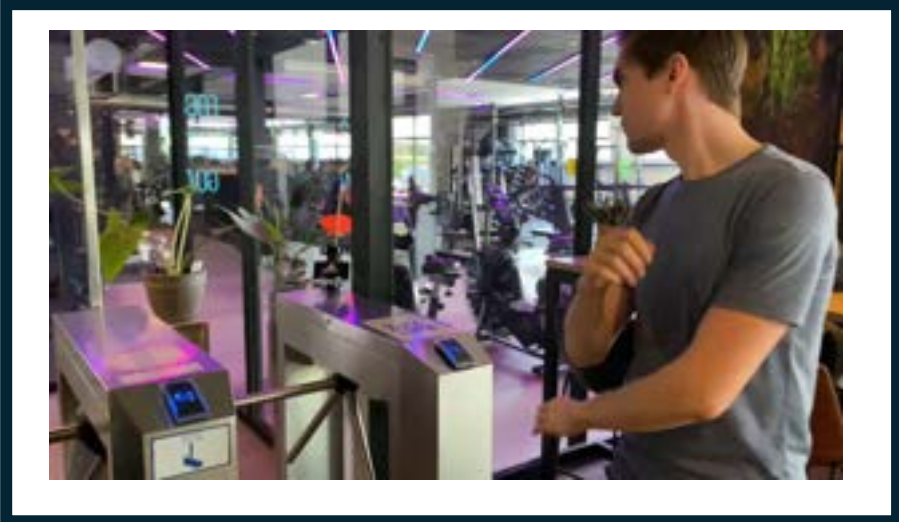
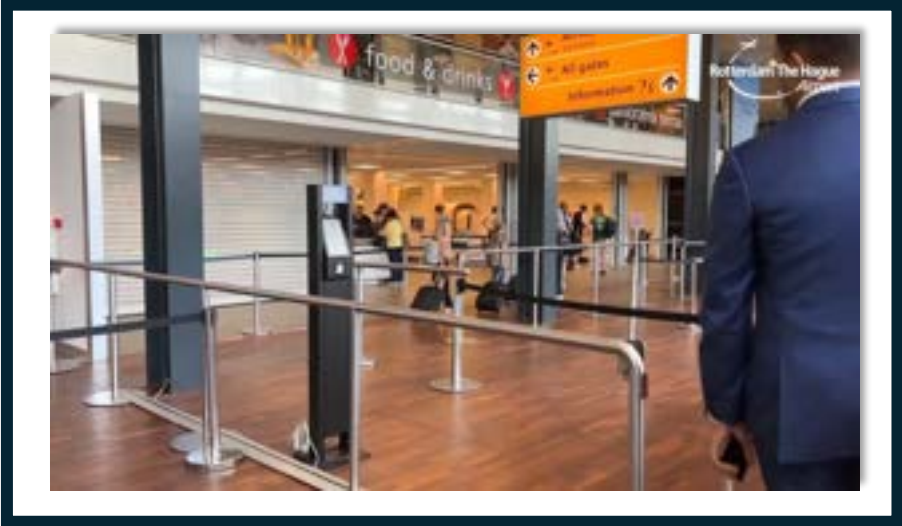


Boarding



Travel smoothly with your Face

Currently life



Let's start a Pilot now

Implementation of a pilot is simple, inexpensive & fast

- Join in @ existing FastID airport.
- Jointly approach a new airport of your preference.
- Biometric quick scan for your airlines.
- Use the ID and biometrics within your own app .
- Biometric Loyalty program

Lets agree on a pilot application today, sign the pilot contract this week and have it running within the next 4 weeks.



**IATA
INNOVATION
DAY**

Geneva, Switzerland
25-26 April 2024

Our Startup Gems!

Paula Pardo Esteve

Senior Manager Ideation, Strategy & Partnerships, IATA



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INNOVATION
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Mastering the Startup Implementation Phase

Tom Barber

Head of Data, Virgin Atlantic

Matthew Biboud-Lubeck

GM Europe & UK, Amperity (Batch 1 - 2022)



How to Build a Best-In-Class Data Stack Around Your Cloud Data Warehouse



Tom Barber (he/him)
Head of Data – Virgin Atlantic

Matthew Biboud-Lubeck (he/him)
GM EMEA, Amperity

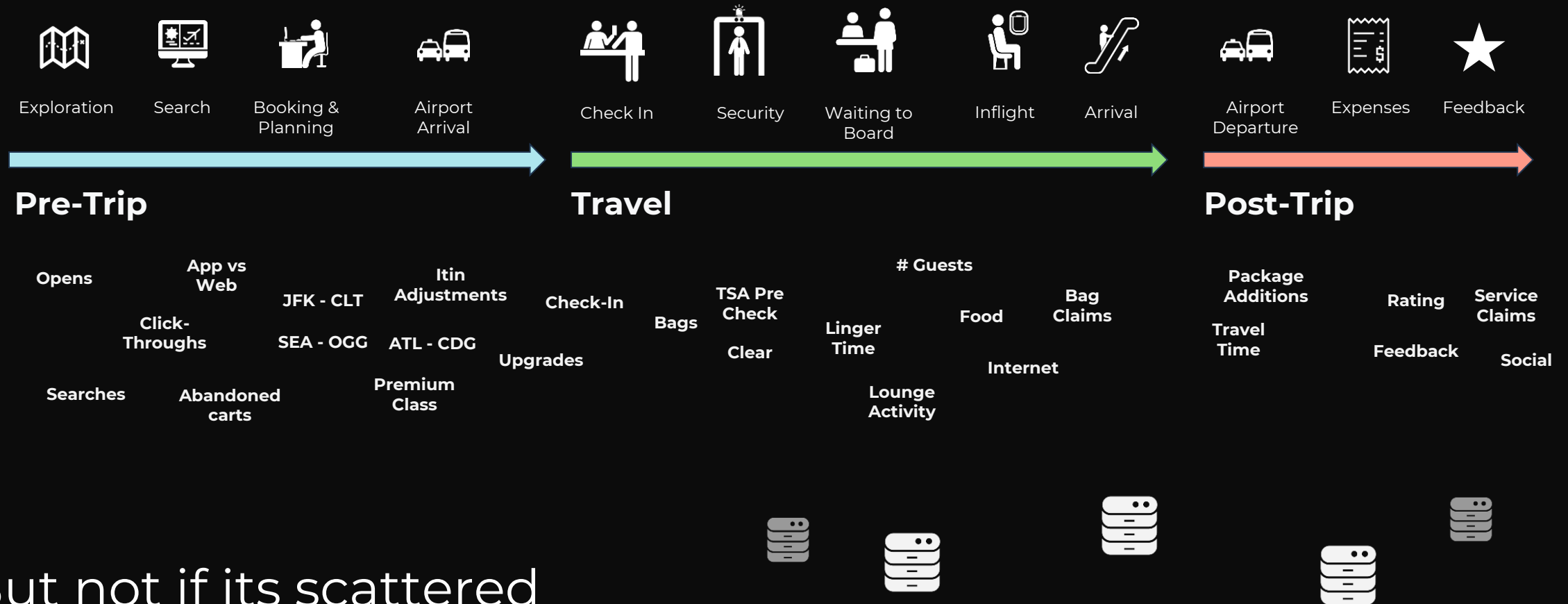
Better data to **drive better results**

The Amperity & logo is displayed in white text on a dark background. The background features a pattern of small white dots and faint white lines, suggesting a data visualization or network. The word "Amperity" is in a sans-serif font, followed by a stylized ampersand symbol.

The AI-powered
Customer Data Platform
for
Identity and Activation

The Alaska Airlines logo, featuring the word "Alaska" in a script font above the word "AIRLINES" in a smaller, all-caps sans-serif font.The Virgin Atlantic logo, with the word "virgin atlantic" in a lowercase sans-serif font and the "Virgin" logo (a stylized "V" with a crown) to the right.The MGM Resorts International logo, featuring a stylized lion's head icon to the left of the text "MGM RESORTS INTERNATIONAL" in all caps.The Wyndham Hotels & Resorts logo, with "WYNDHAM" in a large, bold, all-caps sans-serif font above "HOTELS & RESORTS" in a smaller, all-caps sans-serif font.The Vail Resorts logo, consisting of the words "VAIL RESORTS" in an all-caps sans-serif font.The TUI logo, featuring a stylized white "U" shape with a dot above it, followed by the letters "TUI" in a bold, all-caps sans-serif font.

Customer data fuels the guest experience

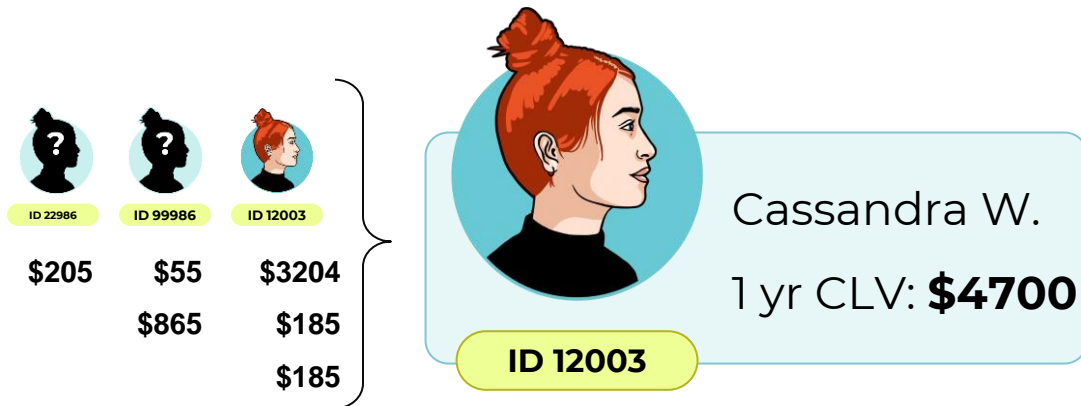


But not if its scattered across systems

Across our travel clients

Misunderstood guests account for **more than half of revenue.**

3 misunderstood records are really 1 person



Why this happens?

- Data silo's
- Out-of-date identity
- OTA data
- *Non-loyalty* pax
- End of cookies
- Booker vs. traveler
- No common key

A little about me



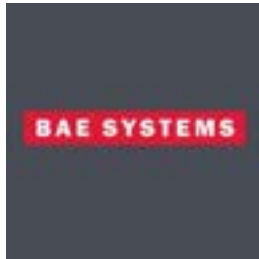
Brighton, UK



Crawley, UK



No longer counting



2006 Avionics Engineering Apprenticeship

2009 Production Engineer



2011 Management Information Analytics

2014 Business Intelligence Development
(and Cabin Crew once a month)



2016 Revenue Management Analytics

2018 Data Product Management

Today Head of Data



Modernising our Data Platform

virgin atlantic 



The catalyst for change



Existing 'Single Customer View' **limited** to deterministic matching of profile records from disparate systems



Siloed Customer Data making activation and data management more challenging



Low **trust** in data and **slow** speed to insights around our customer base

Reduced ability to understand our Customer base to innovate our product offering and personalise their experience



Identifying & Validating a Solution

Chose to pilot using sample data with a potential partner to prove:

- ✓ Complex **raw files** could be ingested and processed at **speed**
- ✓ **Integration** ability with existing and planned tech stack – Databricks, Azure and Adobe
- ✓ User **experience** of the tool – is it easy to ask questions of the data and set up activations?
- ✓ Security and **Data Protection** – can methods like Role Based Access Control be used to protect data?

4 days

Raw Data to ID Graph

9 mins

ID Resolution Run

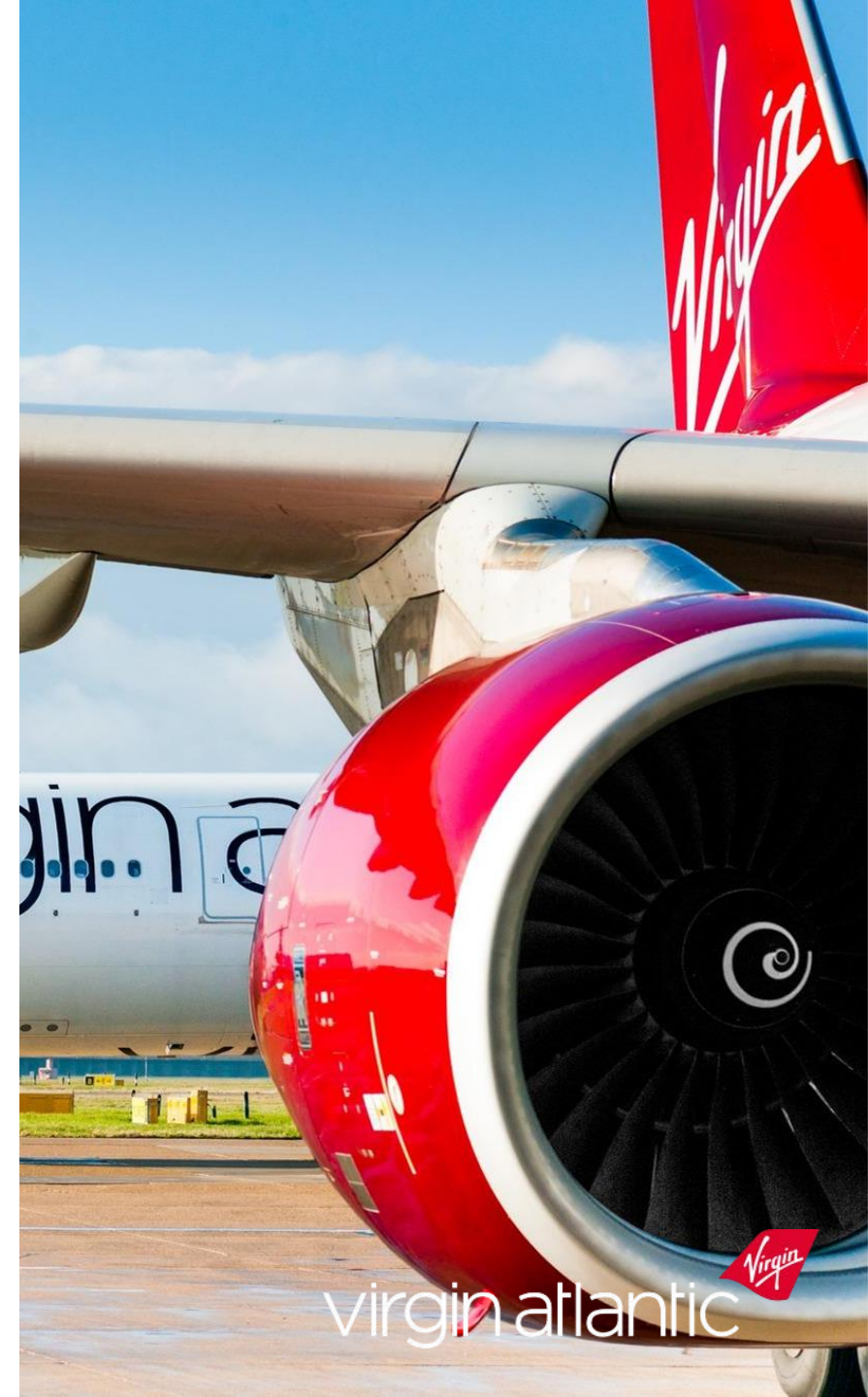
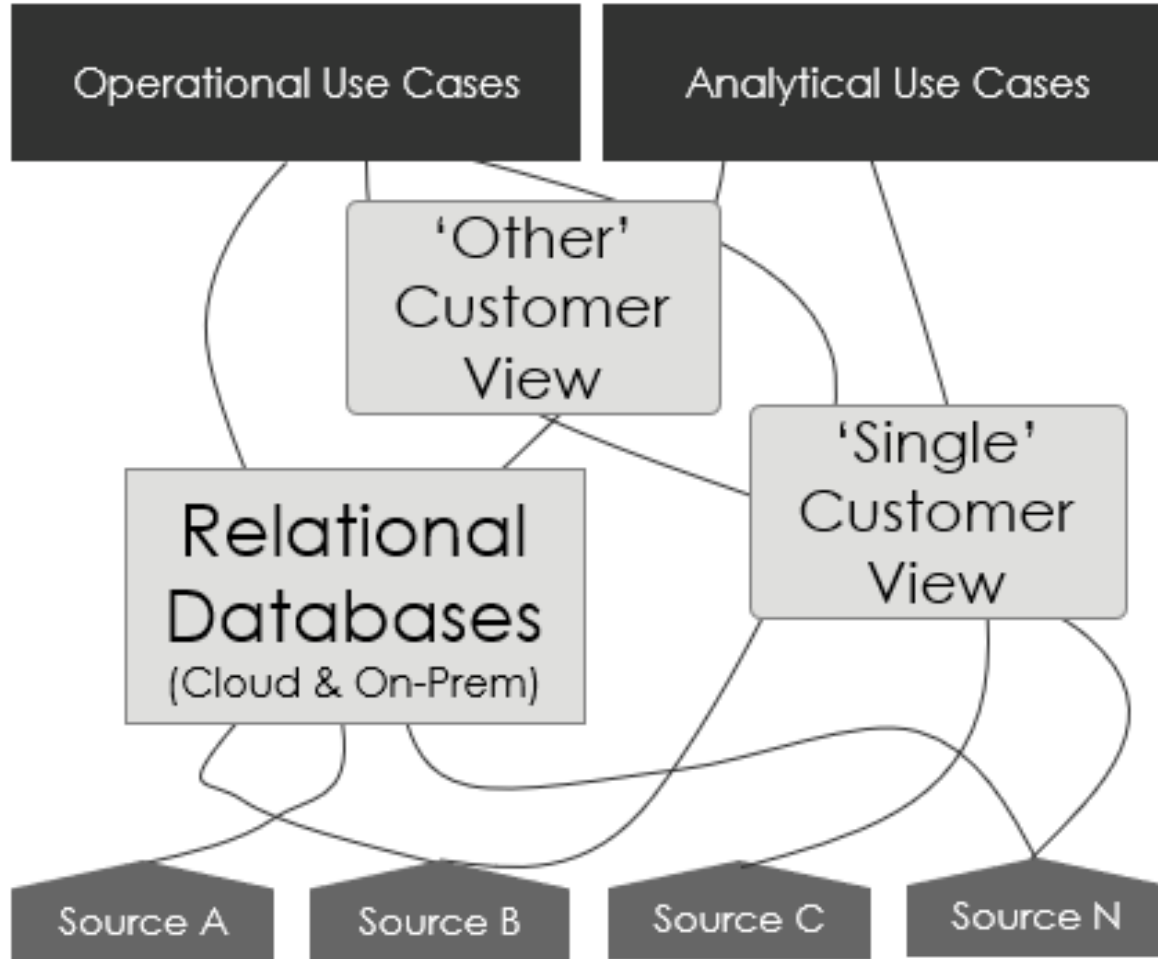
3 mins

Enrich C360 Database



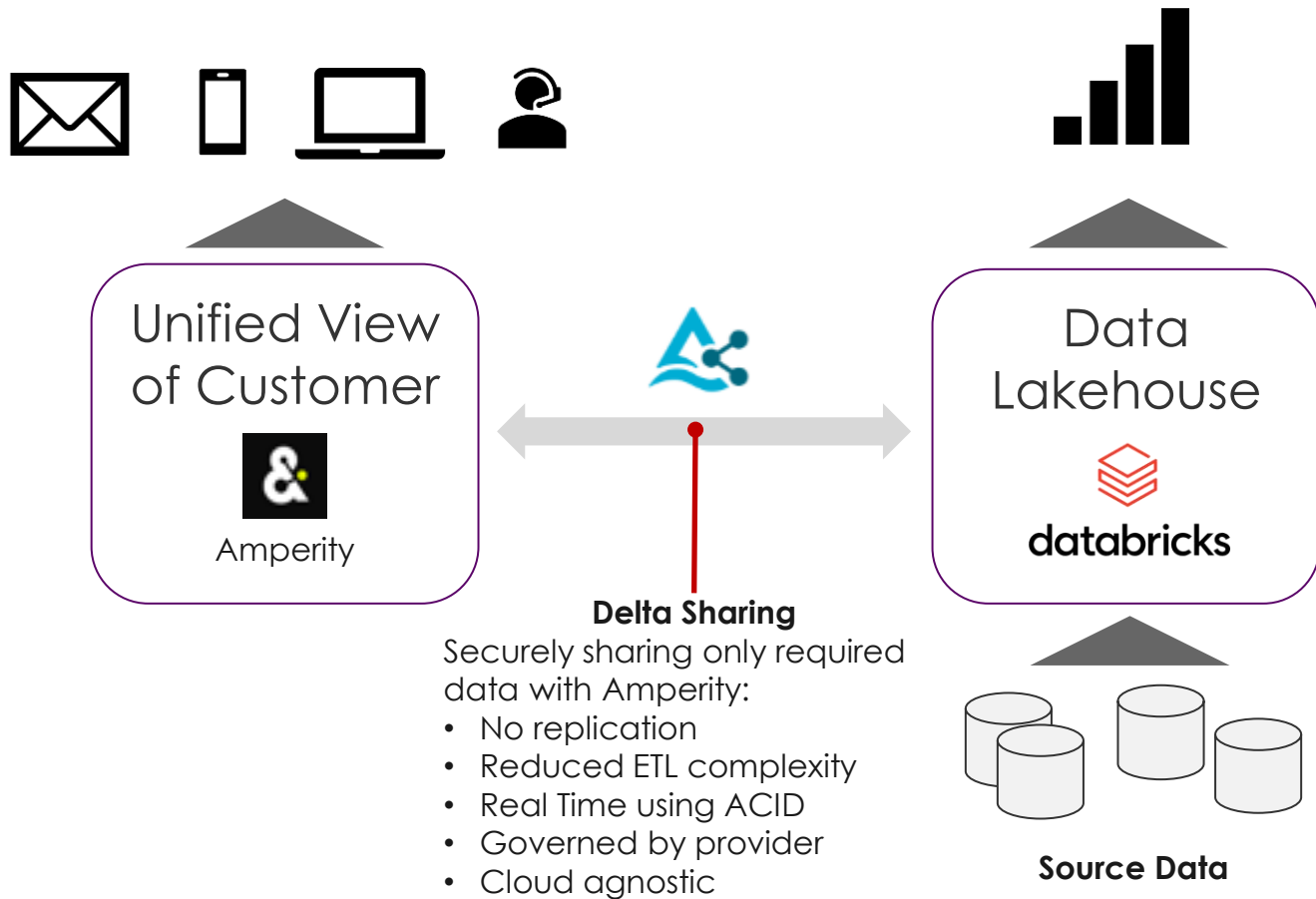
virgin atlantic

The Before



virgin atlantic

The After



As a result

Leadership, Customer Experience and Marketing Team understand

£ value



Favourite Route?

How Often?

How Many?

Within 3 months of implementation, we delivered

5 use cases that were previously either:

- Not possible due to deterministic constraint
- Only possible using a custom, hard to repeat/evolve solution

2

Customer Facing

3

Analytical

Positive impact on NPS, revenue and operational efficiency



What's next?

Refine

Reach even more previously unreachable passengers

Expand

Integrate data into more operational tools/teams

Experiment

Real time journeys, AI-powered marketing



Thank You



Amperity &

virgin atlantic 

**IATA
INNOVATION
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25-26 April 2024

Mastering the Startup Implementation Phase

Marc Corbett

Co-Founder & Director, Thrust Carbon (Restart 7 - 2021)



thrust

making travel effortlessly green





92%

of business travel professionals say that sustainability is a priority for their organisation

65%

of GBTA members (travel buyers) agree quantifying emission reduction opportunities is the most challenging aspect of addressing sustainability

We work with climate pioneers

Thrust Carbon client list is growing 3x per year





3x IATA Hackathon Winners
including for climate action, in Frankfurt, 2019

thrust 





empovier

AN ITM EVENT



ITM

Where our emis

Things we do

Making things (cement, steel)

Plugging in (electricity)

Growing things (plants, food)

Getting around (planes, trucks)

Keeping warm & cool (heating, cooling)

aviation considered
travel industry wide



The Old Approach

Report

Inaccurate | Expensive | Inaccessible

Reduce

Stop traveling

Remove

Offsets

The Thrust Carbon Approach

Report

Pinpoint accuracy
Live data & click of button reports
Tools for managers & travelers

Reduce

Optimise routes
Specific recommendations
Lowest logical emissions

Remove

Align with "purposeful travel"
Purchase SAF & CCSU
Drive to net zero

The Sustainability Intelligence Platform for Travel

thrust 



Report; are you climate compliant?

air | hotel | rail | car | taxi | rideshare | meetings & events

Reduce; are your 2030 & 2050 goals deliverable?

reduce emissions per head | sophisticated recommendations | policy implementation

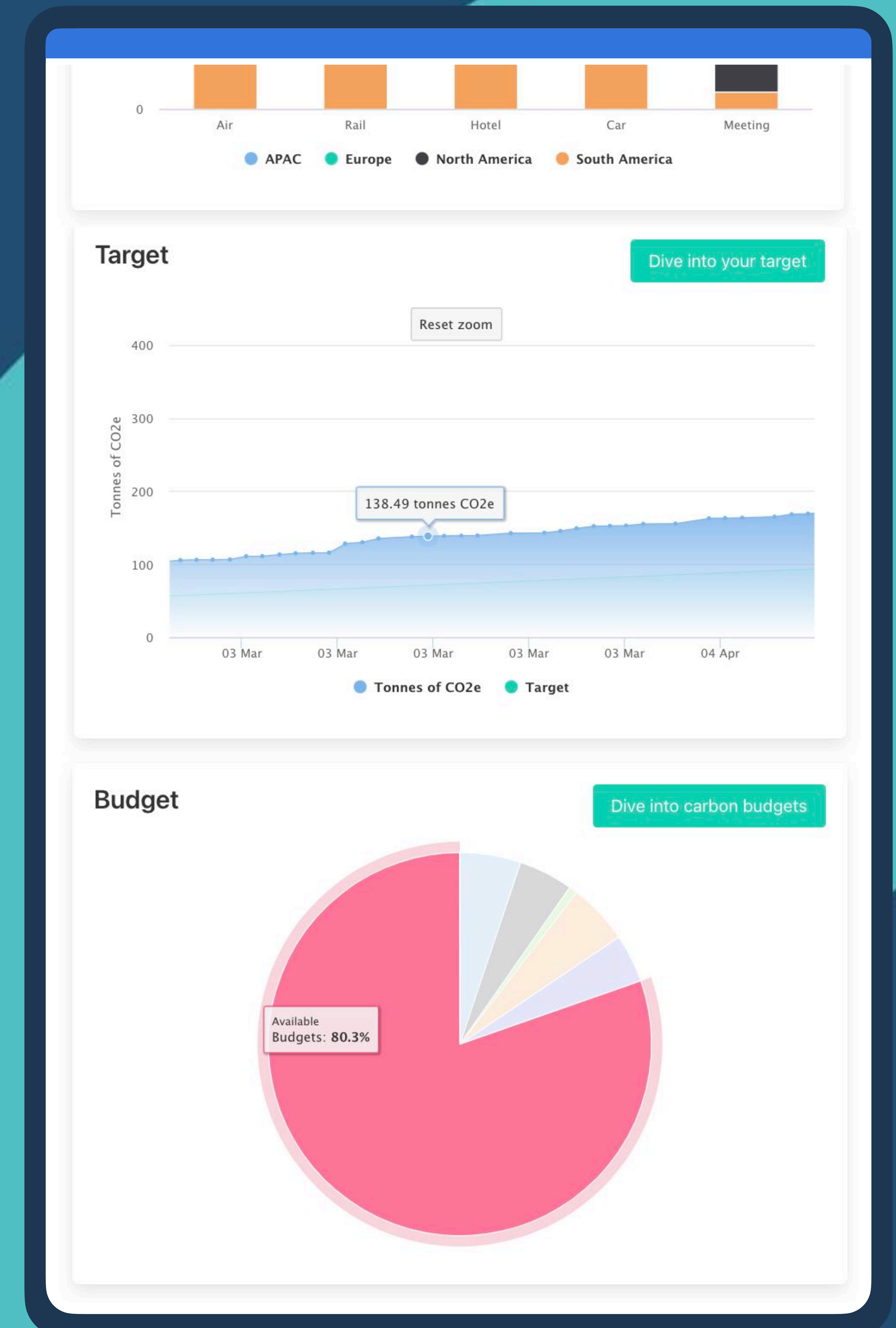
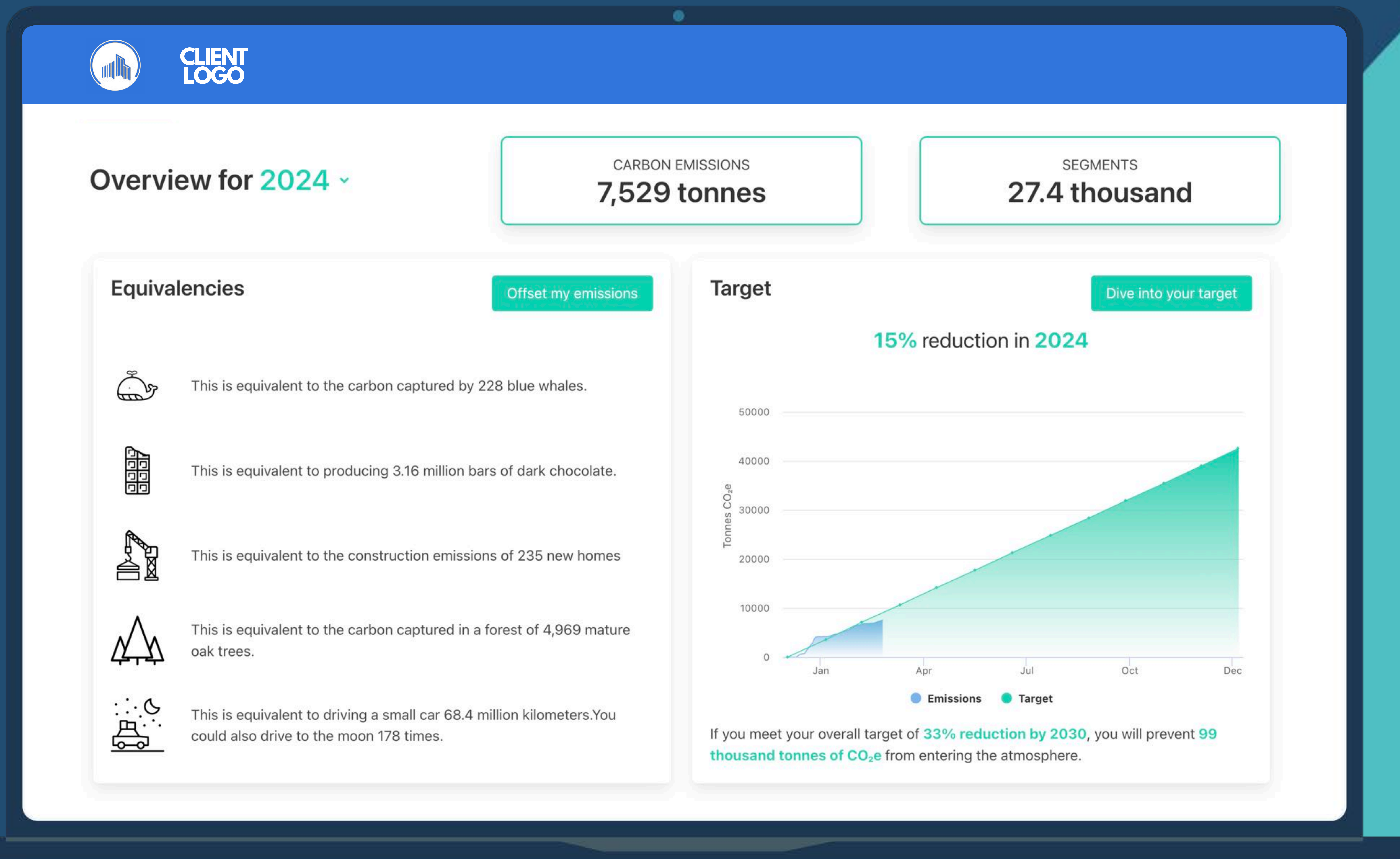
Remove; how do you know what to buy and when?

carbon credits | carbon removal | SAF (sustainable aviation fuel)



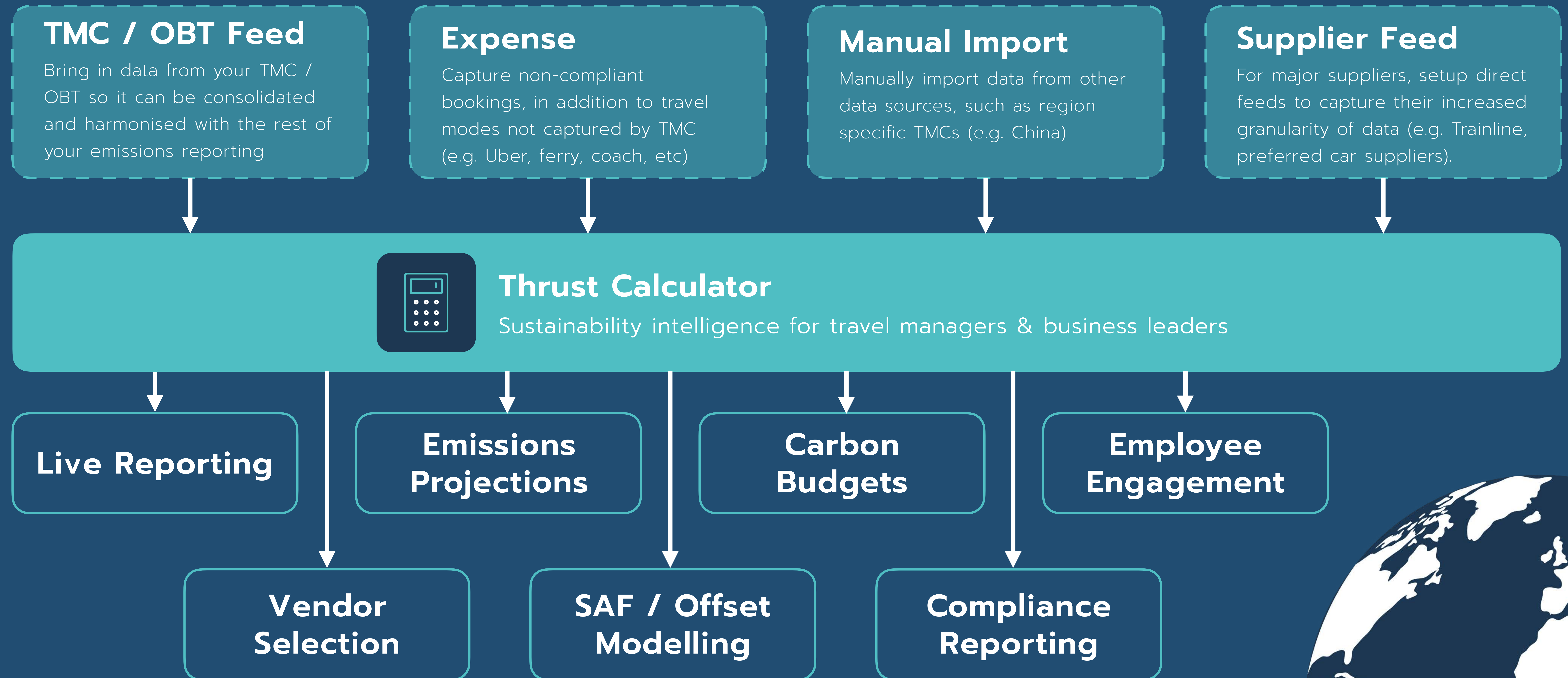
Thrust Calculator

The first all in one travel emissions calculator, conceived at IATA Frankfurt Hackathon



A Platform for 360° Intelligence

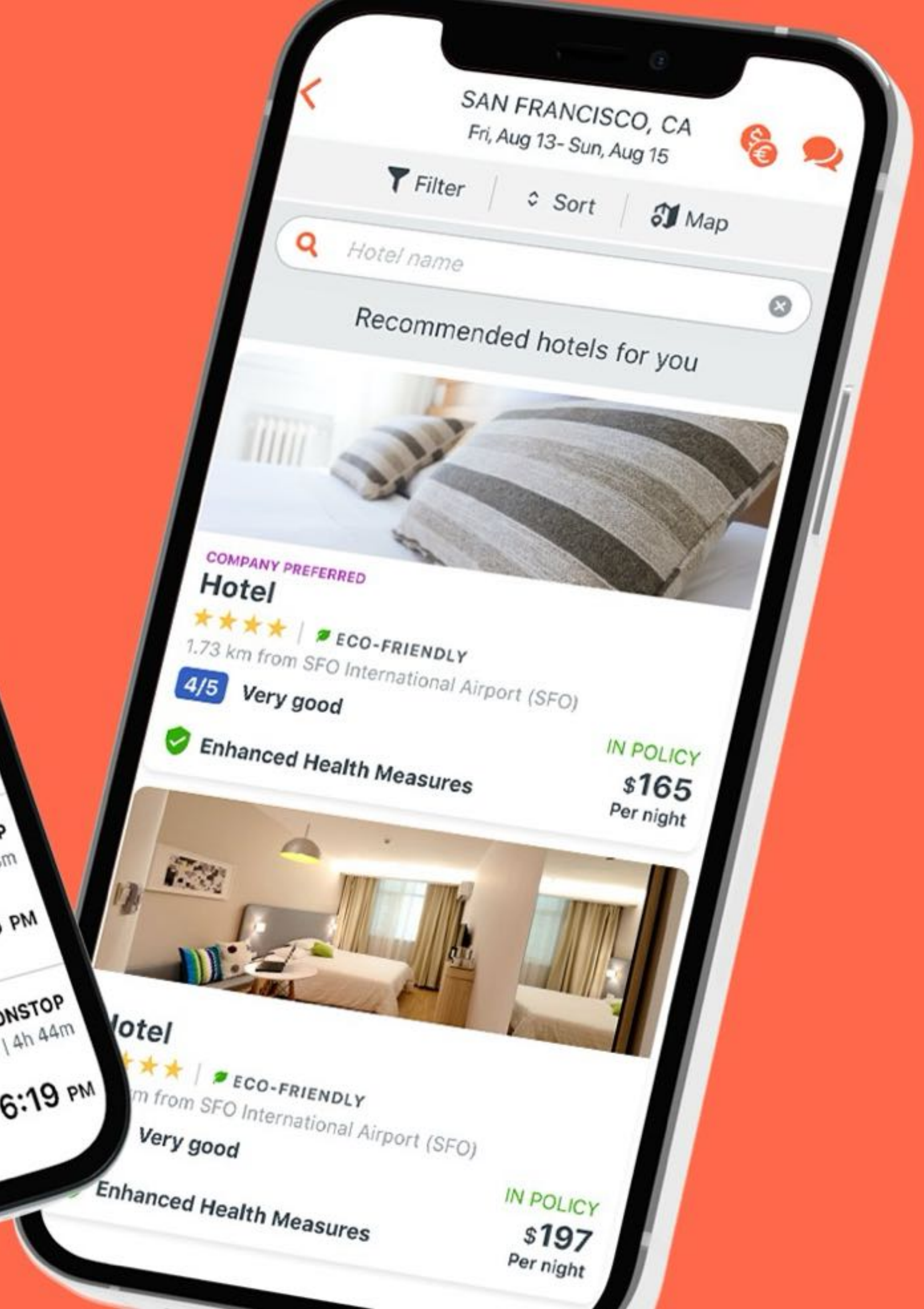
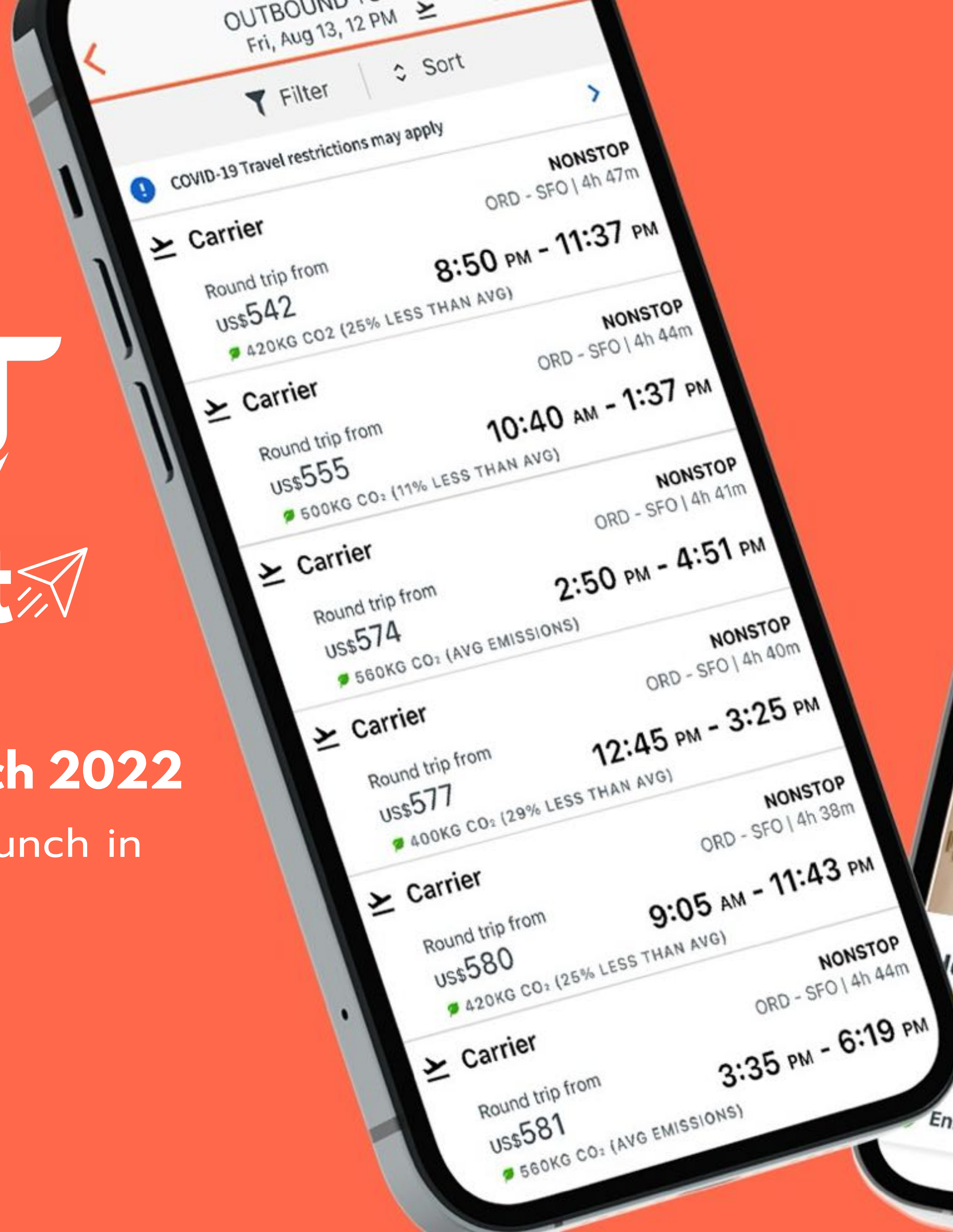
There's more to travel emissions than your managed travel program





Launched March 2022

From scope to launch in
just nine weeks



93%

of business will fail to achieve their goals if they don't **at least double** the pace of emissions reduction by 2030. (Source; Accenture)



How can airlines win?

thrust 



Our \$7.7 trillion travel industry must reach Net Zero. It is a question of **how** quickly, and **what your role** will be in shaping our planet's future.

Mark Corbett

✉ mark@thrustcarbon.com

☎ +44 (0)754 596 8605



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Mastering the Startup Implementation Phase

David Lee

Founder, Globaleur (Batch 3 - 2022)





GLOBALEUR

AI-powered travel recommendation & personalization engine

Globaleur Overview




Backed by leading VCs (\$10M+):

 SoftBank (Tokyo, Japan)

 BIG BASIN CAPITAL (Silicon Valley, USA)

PRIMER SAZZE (Silicon Valley, USA)

 SeaX (Silicon Valley, USA)

 KNI KNET INVESTMENT PARTNERS LLC (Seoul, South Korea)

하이투자파트너스 (Seoul, South Korea)

Global operations:



Travel requires a FULL STACK approach



1

AI Personalization Engine

- Full itinerary recommendations
- End-to-end travel personalizations
- Location-based assistance tools

2

Global Travel Content

- Personalized recommendations
- Automated travel pattern tracking
- Location-based recommendations

3

Destination Content

- Copyright free destination content
- 200 cities with 125k destinations
- Created & curated by travel experts

4

Interactive Analytics

- User behavior & preference tracking
- Cohort analysis
- End-to-end end user insights

5

Enterprise Solutions

- Enterprise grade customizations
- Available for \$1M+ contracts
- FSC Airlines, Hotel Chains, OTAs

Global coverage with streamlined content management operations



What's your next destination?

Filter by country name



- Global coverage of 200+ cities.
- End-to-end content creation and management streamlined through an internally built CMS platform.
- Multi-language supported
- Automated API updates for high-efficiency content management and client ops
- 100% IP-related QA for frictionless usage

Coverage of over 200 Cities

A plug-and-play structured content for flexible & dynamic delivery



33.87°C - Overcast Clouds

Plan your trip to Dubai

Start date | End date

How do you want to start planning? ▾

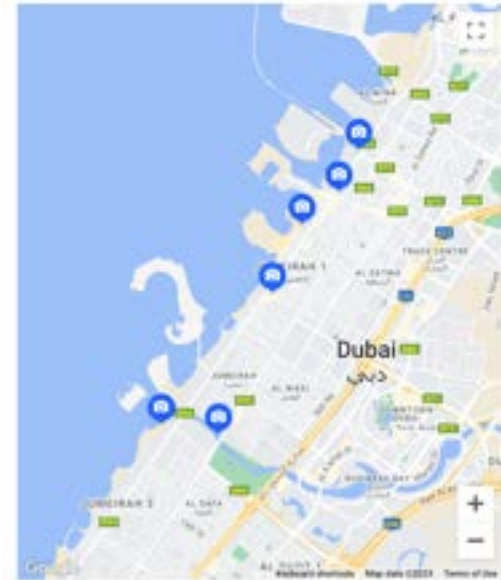
I am interested in activities & experiences

[Start Planning](#)



Touristy Areas

Neighborhoods, districts and streets that have various things to see



Jumeirah

Jumeirah is a residential area of Dubai with housing, hotels and beachfront access. Before 1960, the area of Jumeirah was where the native fishermen, pearl divers and merchants would live. Today it is generally occupied by expats and has become a popular place to stay in Dubai. There are plenty of different shops to visit, dining options, cafes and entertainment opportunities to discover.



Landmark
Jumeirah Mosque



Beach
Jumeirah Beach



Beach
La Mer



Recreation
Dubai Water Canal



Shopping
Mercato Shopping Mall



Museum
Etihad Museum



[View all attractions in this area](#)

Popular attractions

Must see, touristy, and hot places that you should definitely visit

[See more](#)



RECREATION
Burj Khalifa Park by Emaar

Perfect leisure area in Downtown Dubai



MONUMENT
Burj Khalifa

Tallest building in the world, described as a "vertical city" and a "flying wonder"



OUTDOOR
Dubai Frame

Frame-like sculpture and landmark, 150 meters high and 93 meters wide



RECREATION
Dubai Aquarium & Underwater Zoo

Large aquarium located inside the Dubai Mall, the largest mall in the world



RECREATION
The Dubai Fountain

The world's largest choreographed fountain system, located in Burj Khalifa Lake



RECREATION
Marina Walk - Dubai

A picturesque waterfront attraction

Recommended things to do



Activities
Dubai Zip Line across the Marina

4.9/5 (6000)
Free Cancellation

From **\$62.66** /adult



Activities
Dubai Superyacht Experience with Live Music & Drinks

4.9/5 (170)
Up to 3hr
Free Cancellation

From **\$77.87** /adult



Others
Inside Burj Al Arab Tour Experience

4.8/5 (100)
Up to 1hr 30min
Free Cancellation

From **\$70.43** /adult



Activities
Dubai Adventure Quad Bike Safari, Camel Ride & Sandboarding

4.9/5 (1,100)
Up to 4hr
Free Cancellation

From **\$65.28** /adult

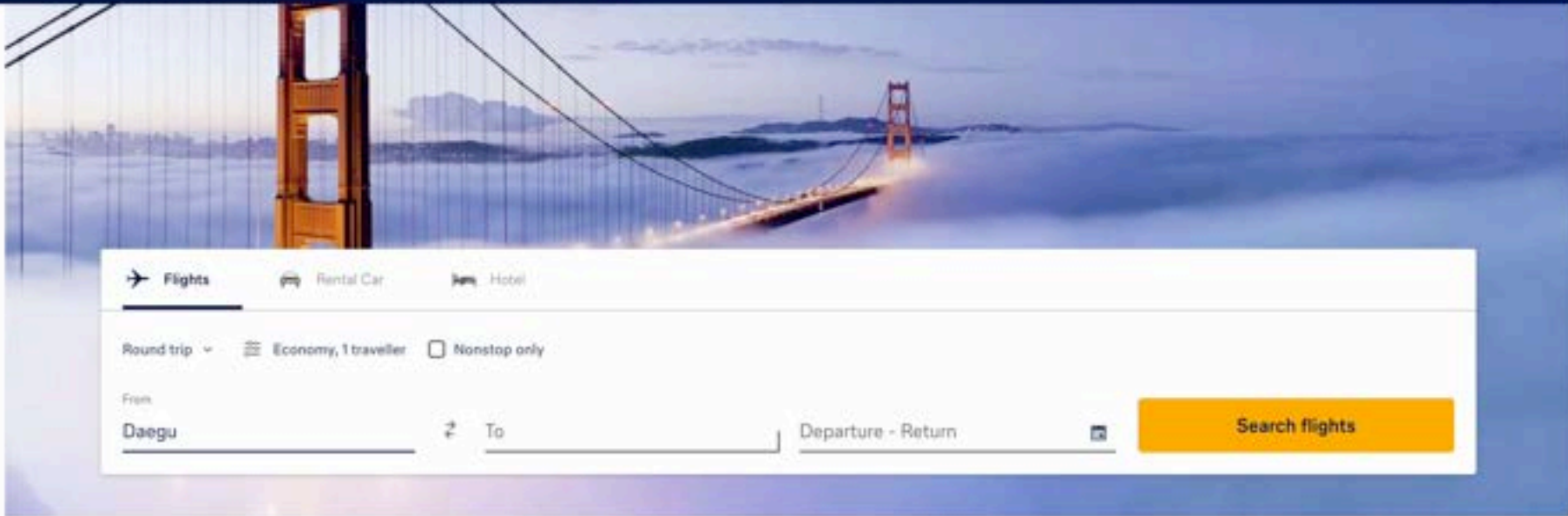


1

Customer Use Cases

Trusted by industry leaders, Globaleur is redefining how travel enterprises leverage modern technology to provide personalized services to their customers worldwide.



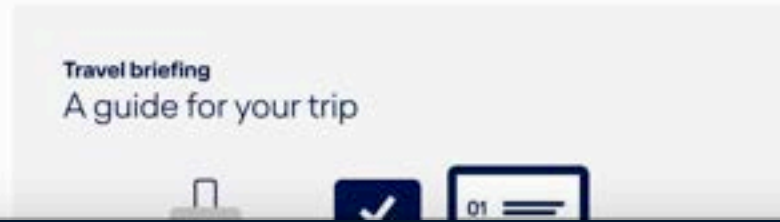
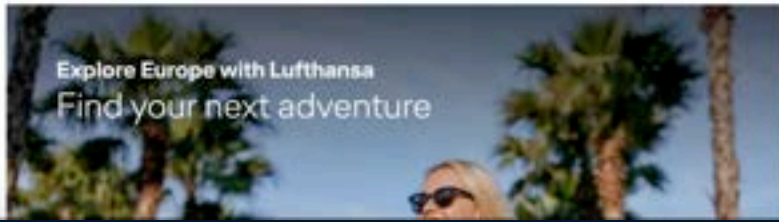


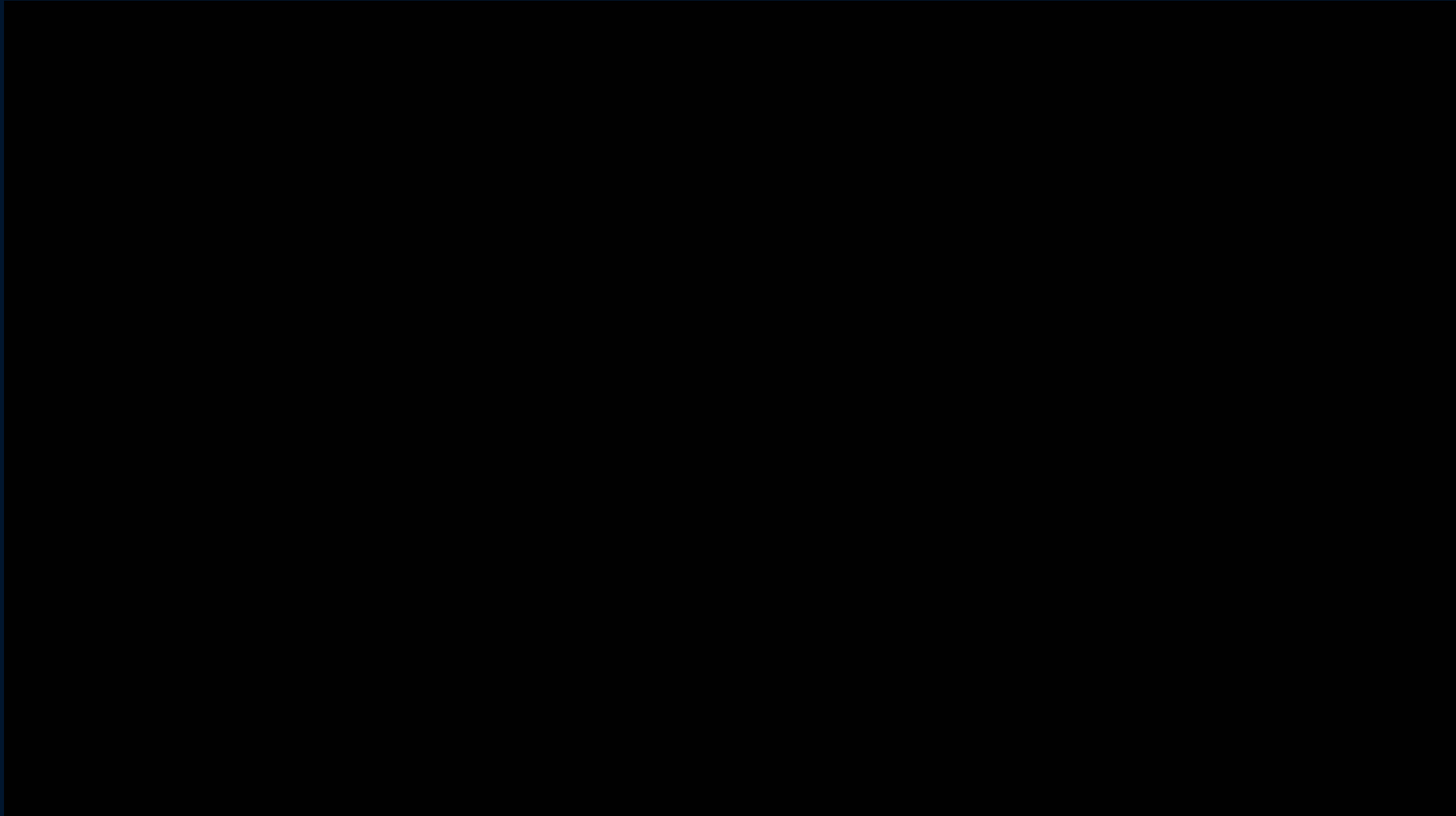
[✈ Flights](#) [🚗 Rental Car](#) [🏨 Hotel](#)

Round trip Economy, 1 traveller Nonstop only

From To Departure - Return [Search flights](#)

Your opinion





The world's best trust Globaleur



(PoC active)



(Commercial)



(PoC active)



(Commercial)



(Commercial)



(Commercial)



(Discussion In Progress)



(Commercial imminent)



(Commercial imminent)



(PoC imminent)



(PoC imminent)



(PoC imminent)



2

Our Value Proposition

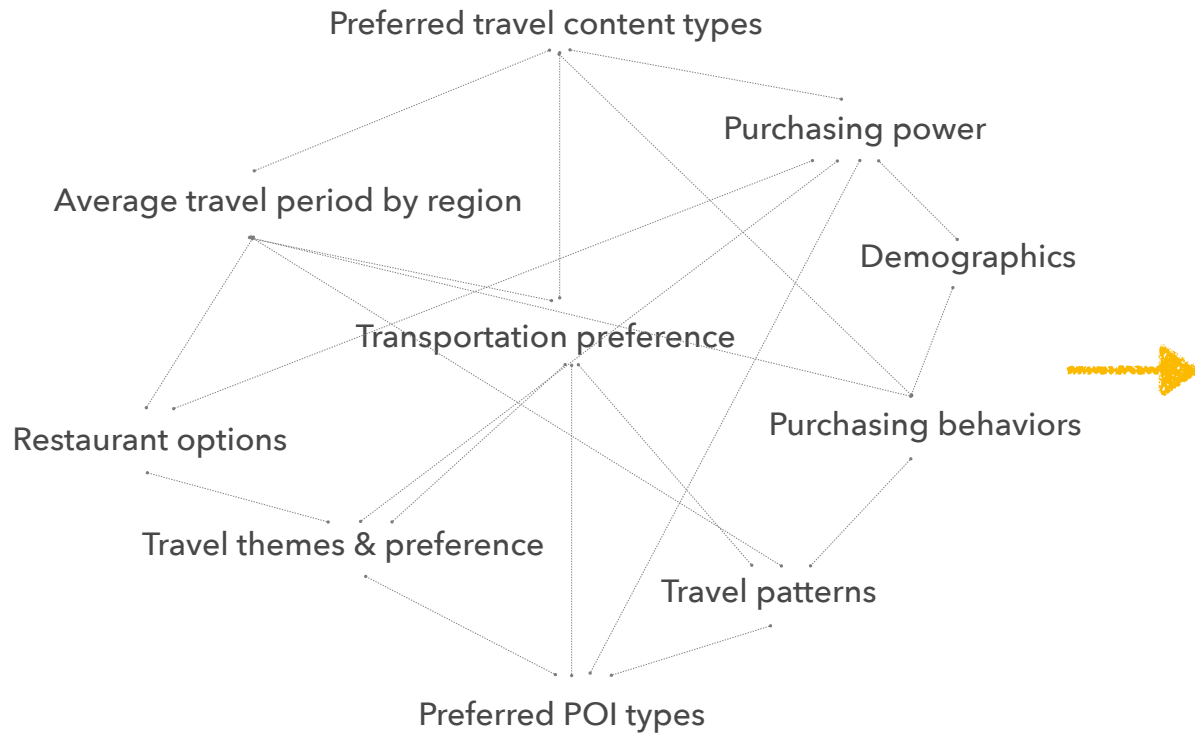
Enhance key business KPIs by leveraging Customer Intelligence data



Leveraging Customer Intelligence for generating business value-adds



I'm a repeat customer of the airline. I hope they know a bit about my travel preference and provide personalized offers & services!



New capabilities:

Personalized itineraries

Targeted promotions & offers

Automated & AI-driven operations

Comprehensive customer profiles

Scalable & efficient operations

Derivative products & services

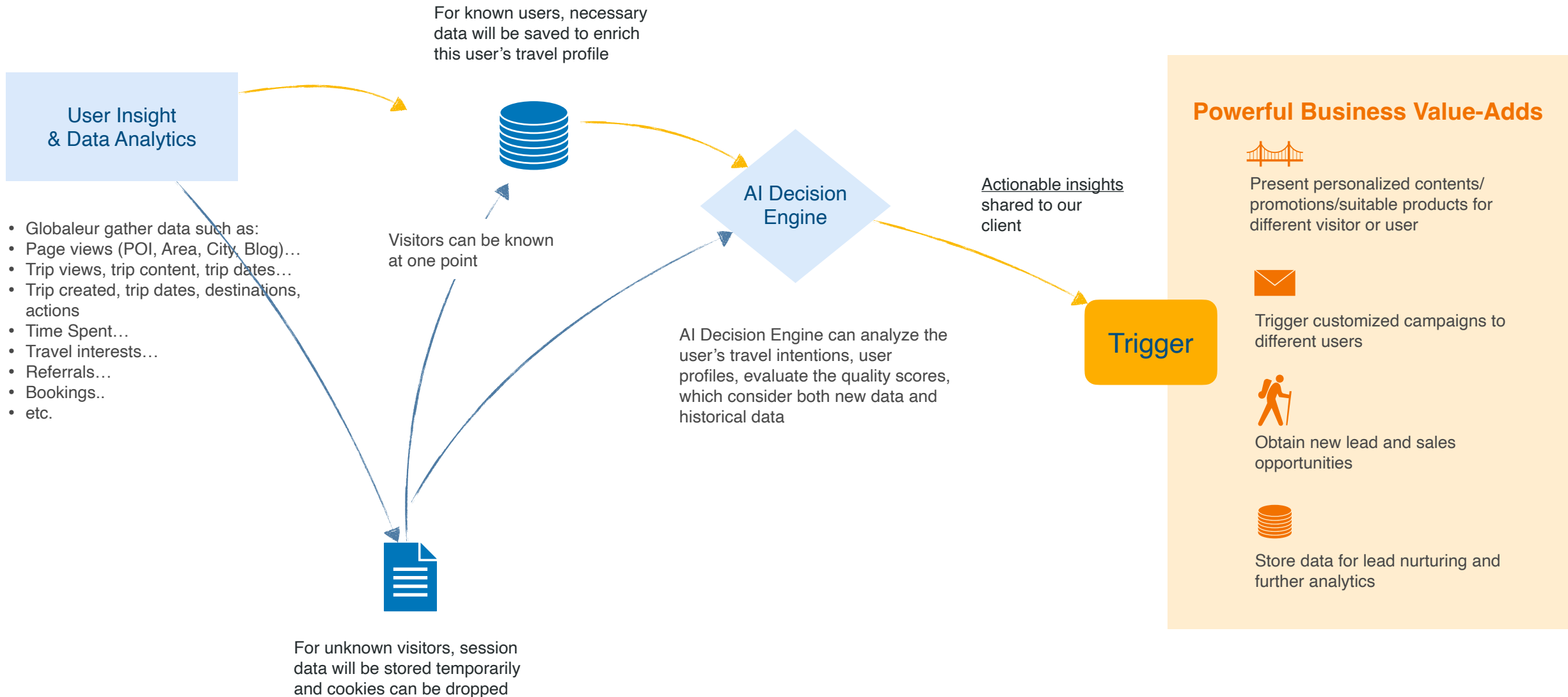
New business value-adds:

Increase in ancillary revenue

New customer insights gained

High ROI from low-cost operations

Leveraging comprehensive user data for enhancing key business metrics



Our competitive advantages



We have all the elements necessary to convert major customers and beat competitors



Easy & Fast Implementation

Globaleur's core solutions **provide seamless implementation** with industry-leading technical agility. Regardless of how big or complex a technical environment may be, our **plug-and-play modules** provide fast & easy, but highly reliable integration.



Industry-leading SLA Standards

Globaleur **guarantees 99.9% SLA levels & under 1 day turnaround** for technical support tickets. As a result, we currently boast **100% upsell & contract renewal rate** among our customers including Fortune 500 firms.



Low Cost, yet Stunning Value

Globaleur offers stunning value by **beating in-house development & maintenance expenses** on an annual basis. In tandem to such competitively priced solutions, our customers even generate additional revenue through new ancillary channels.



Today, we are leading the digital transformation for travel companies.

Tomorrow, **GLOBALEUR** will define how people travel.

Join us in defining the tomorrow of travel.

david@globaleur.com

USA HQ: 4500 Great America Pkwy, Santa Clara, CA 95054

Singapore: 16 Raffles Quay #33-07, Hong Leung Building, Singapore 048581

Dubai: 17 Fl, The H Dubai, 1 Sheikh Zayed Road, Dubai, UAE

Seoul: AMC Tower 4 Fl, Bongeunsa-ro 222, Seoul, South Korea

**IATA
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Geneva, Switzerland
25-26 April 2024

Improved Customer Experience

Patricio Becher

Vice President UX, Accelya



IATA INNOVATION DAY

Enhancing user experience in the industry

accelya



Hello there!

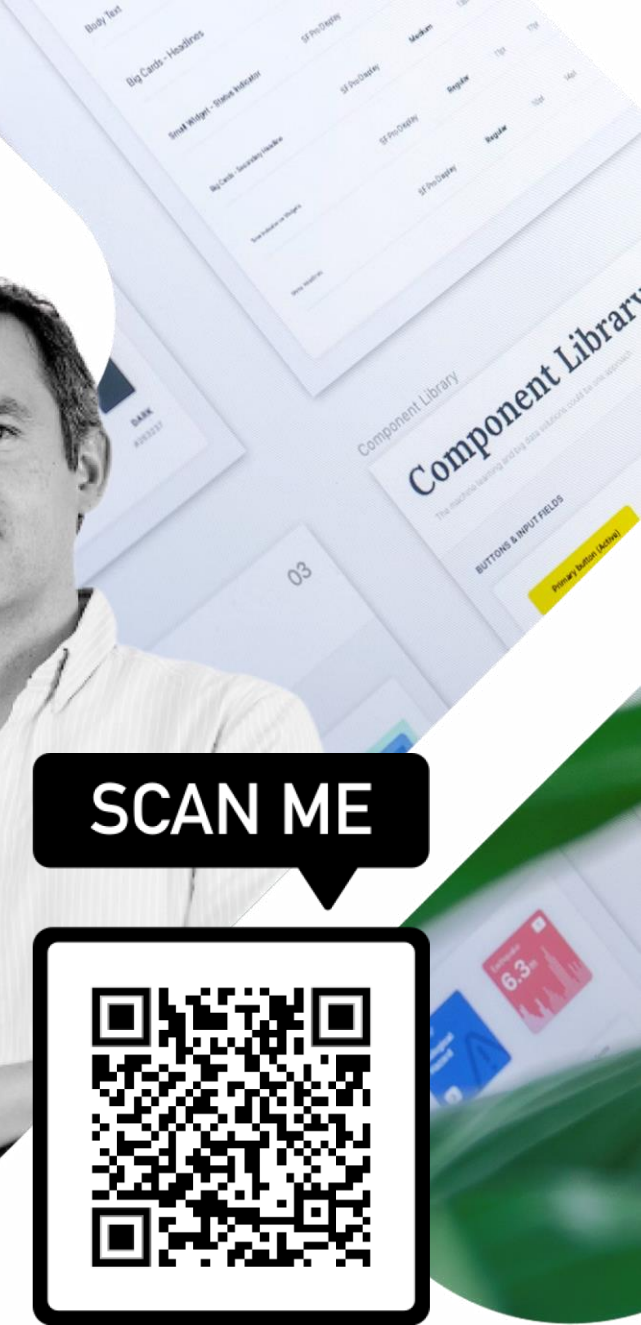
Patricio Becher

Vice President of UX/UA at Accelya

patricio.becher@accelya.com



SCAN ME



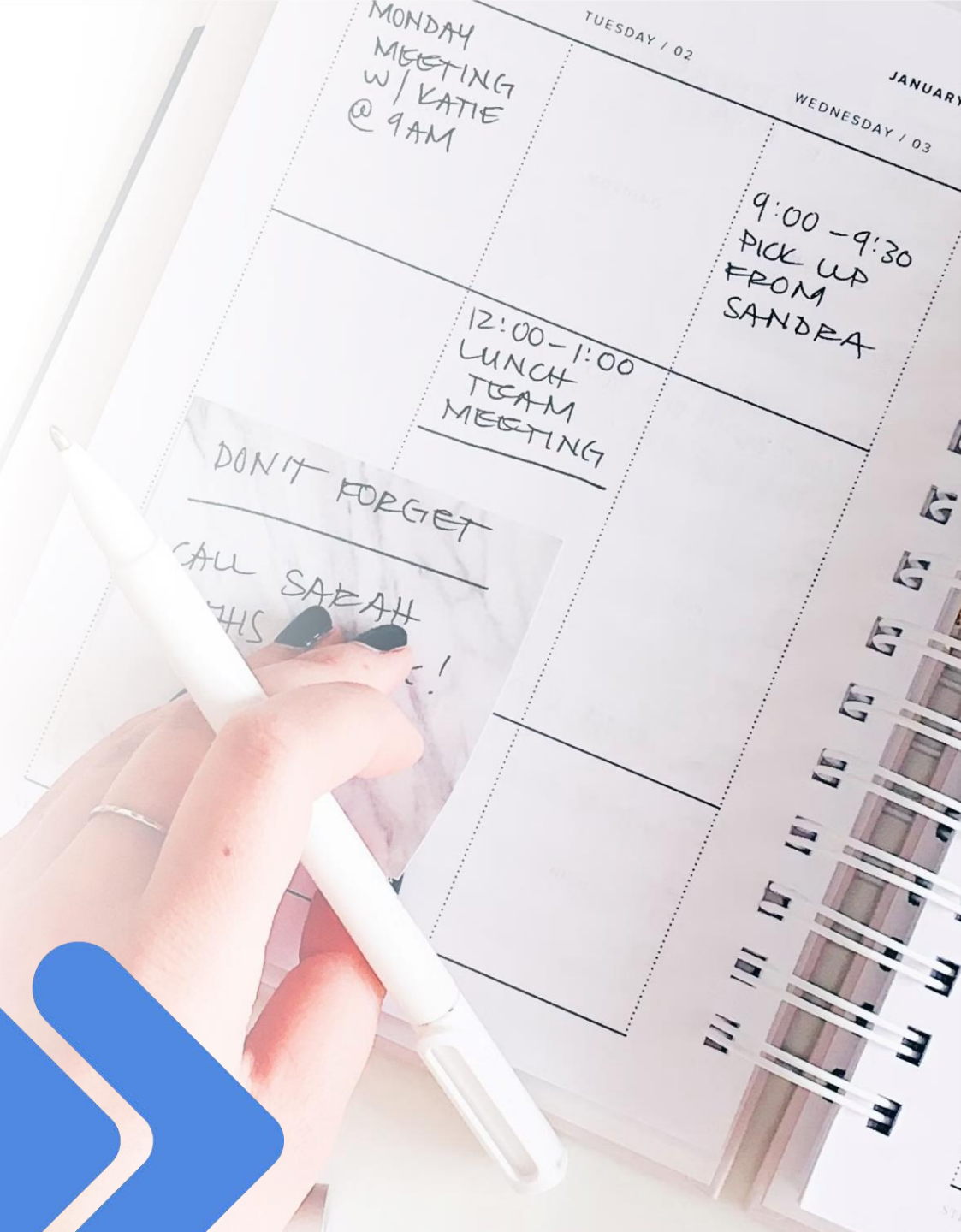


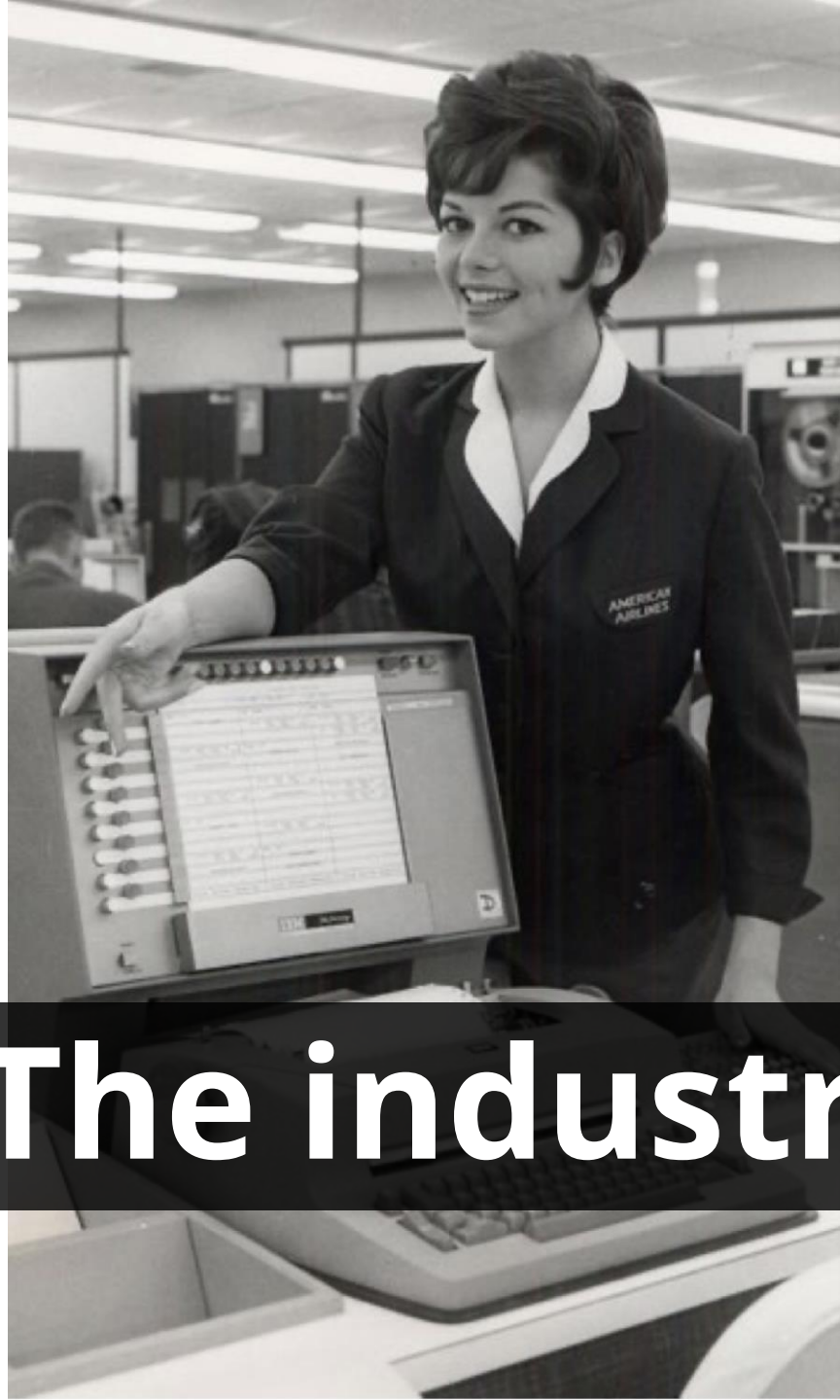
The industry
has changed

**A look at the
changing landscape**

Change

accelya

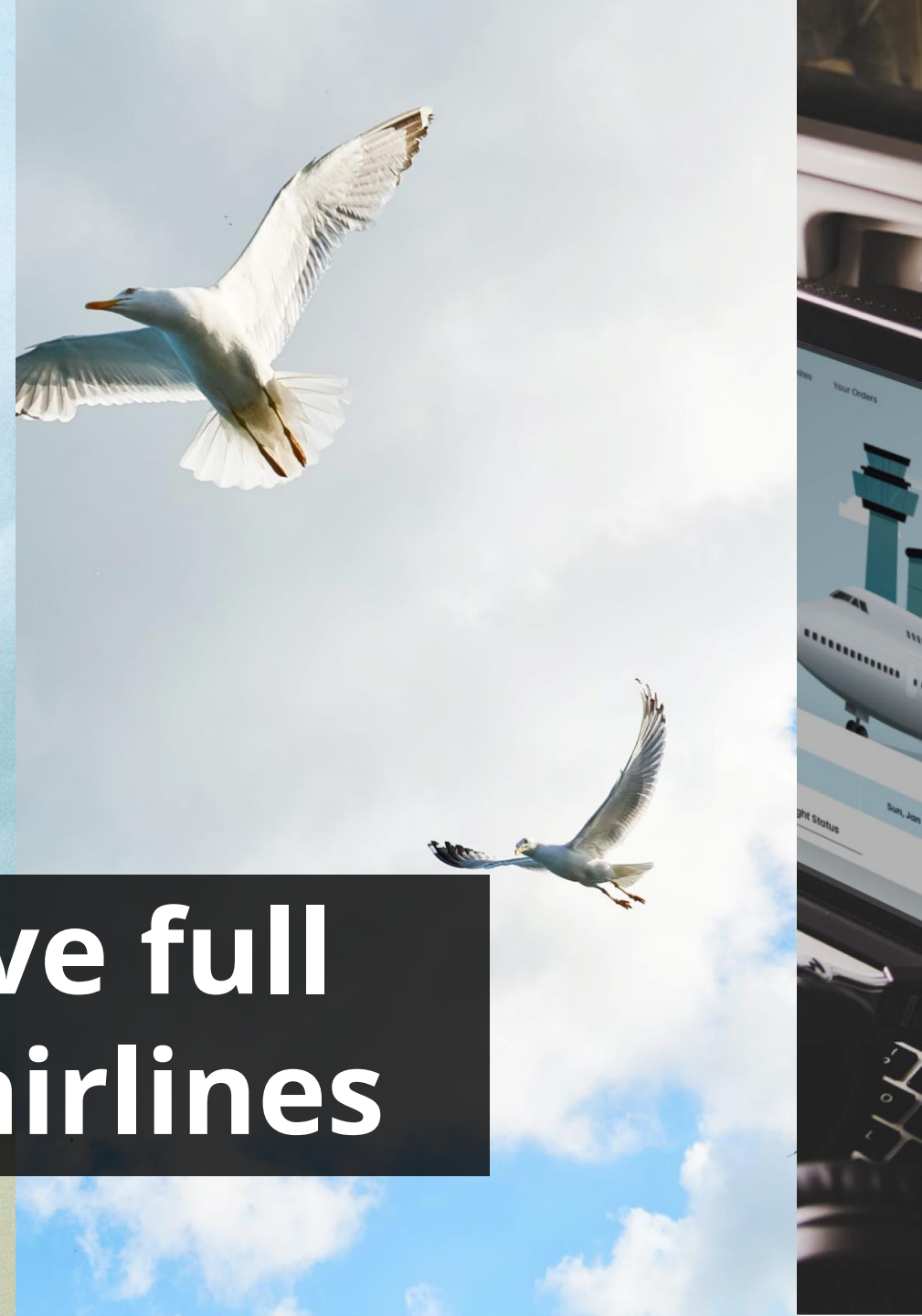




The industry...



...has changed!



It is time to give full control to the airlines

Accelya is making it happen



Accelya

Airlines



UX helps
innovation

**Designing for the
airline industry**

Navigate

accelya



UX HELPS INNOVATION

Designing for the airline industry

One of the principal foundations of user experience design in travel is fully mapping out the customer journey. The “customer” in this sense may be an airline business user, an airline analyst, an airline IT member, someone working in the back office or a traveller.



UX HELPS INNOVATION

Designing for the airline industry

In every case, the key is to define the entire journey of their user experience throughout each process and across all channels, using actual feedback from the customer to indicate their reactions at each stage.



UX HELPS INNOVATION

Designing for the airline industry

This journey mapping may include visual cues to illustrate the motivations of a user at each touchpoint, and the nature of their user experience (Happy, Stressed, Confused, etc.). By studying this visual layout, the airline can determine where the gaps exist between negative user experience and customer delight.



UX HELPS INNOVATION

Innovation and UX reduces customer frustration





One journey,
one experience

We follow a process

Future

accelya



ONE JOURNEY,
ONE EXPERIENCE

How do we do it?



Research & Analyze



Listen



Empathize



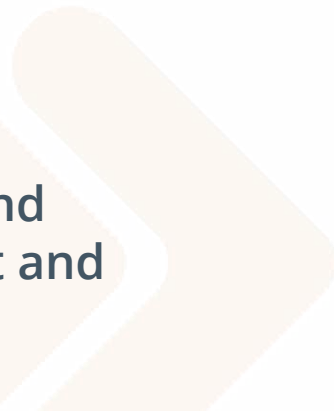
Conceptualize



Collaborate &
Foster relationships



Understand
the market and
trends





A company committed
to innovative products
and pioneering ideas





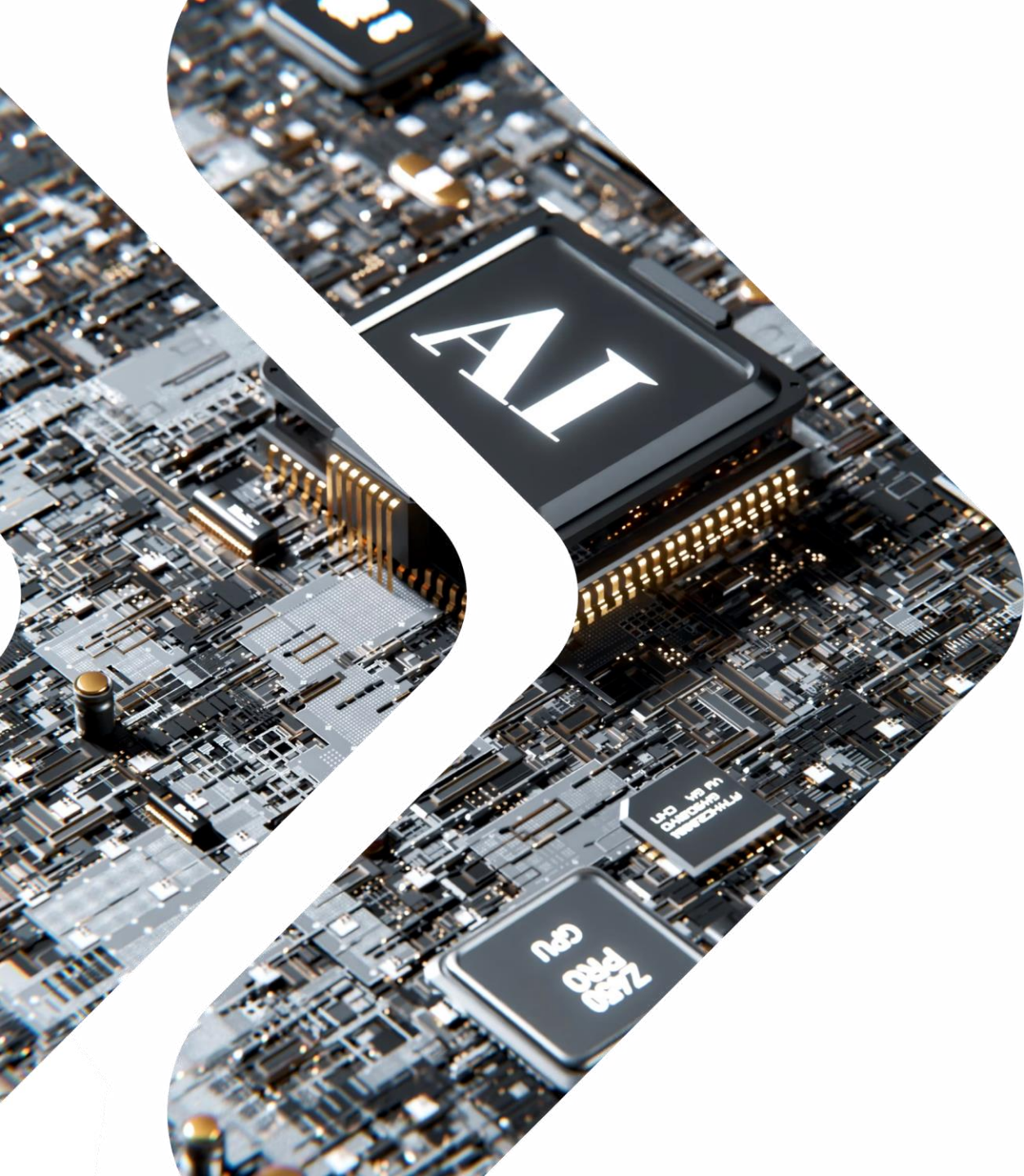
A company who is
placing the **customer**
at the centre





A company who likes
to know what you
think and your
feedback

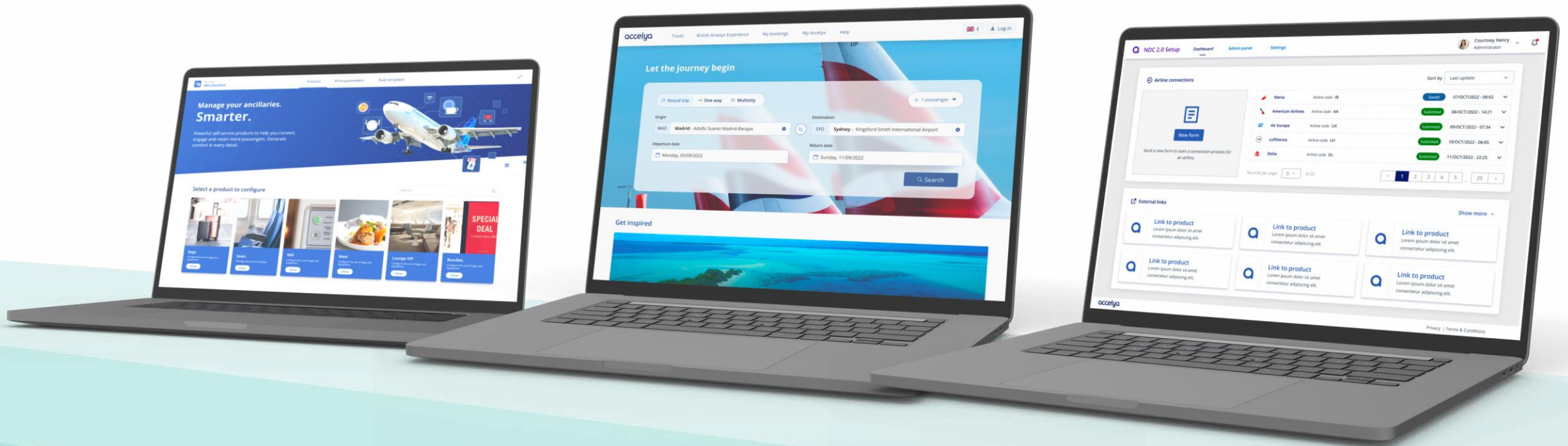




A company shaping
the future, innovating
every day with the
latest technologies.



And with that understanding we create great products and experiences for the airline industry





accelya

Thank you



**THE AIRLINE-FIRST
SOFTWARE PLATFORM**



**IATA
INNOVATION
DAY**

Geneva, Switzerland
25-26 April 2024

Improved Customer Experience

Ursula Silling

CEO, Branchspace

Andrew Webster

Director Airline Offer & Order Consulting,
Branchspace





Re-inventing the stopover experience - and more

We want to be the most **forward thinking & trusted** technology partner for airlines and other travel companies.

We **break barriers** of legacy technology & thinking.

Jointly with our customers, we create **the best and most innovative ways to plan, book and experience travel.**



For customers today, stopovers are
unfamiliar, bothersome, and full of airline jargon

Hidden, Not easy to find

Time restrictions

Destination restrictions



A woman with her hair in a bun, wearing sunglasses and a dark floral dress, stands on a stone wall overlooking a city. The city features a river, numerous buildings with red-tiled roofs, and a prominent tower in the distance under a clear sky.

Introducing Triplake Stop&Stay

Transforming Travellers' Experiences

Let's meet Ana and Gabriela



Gabriela the Workationer

Digital nomad



Ana the Grand-tourist

76 year old traveller



Gabriela the Workationer

Digital nomad

▲ “Remote work allows me to experience new cultures and places. Flexibility in life and work is vital for me”

- 31 years old
- Grew up in Brazil, now lives all around the world
- Travels solo, works remotely in tech industry
- Looks for next destinations on *nomadlist.com* and social media
- Travels every few months, stays for a few months
- Happy to squeeze in a stop on the way for additional sightseeing on the way - and lower cost
- Likes to experience local culture and immerse herself in it



Ana, the Grand-tourist

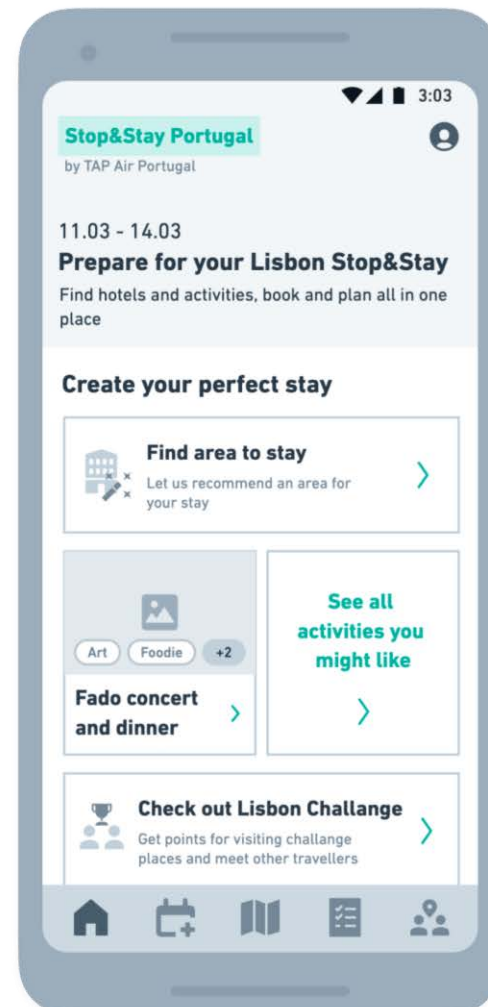
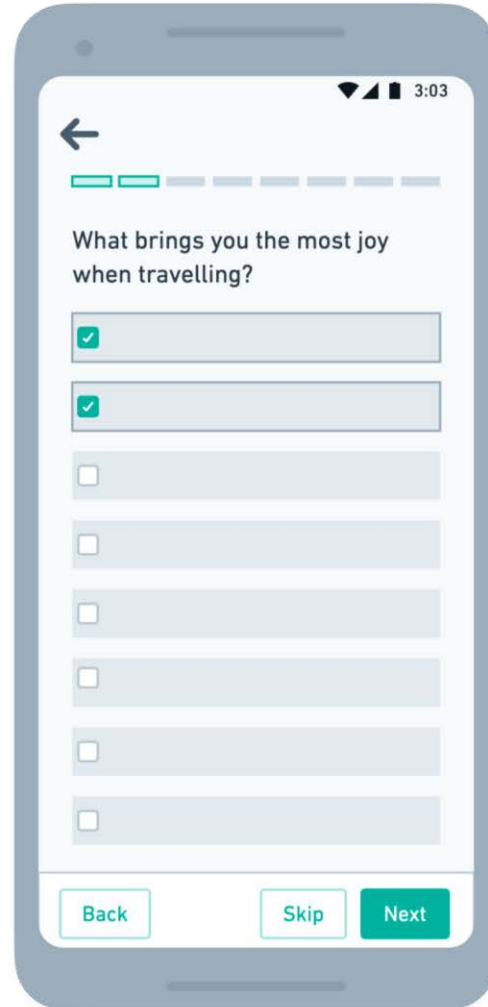
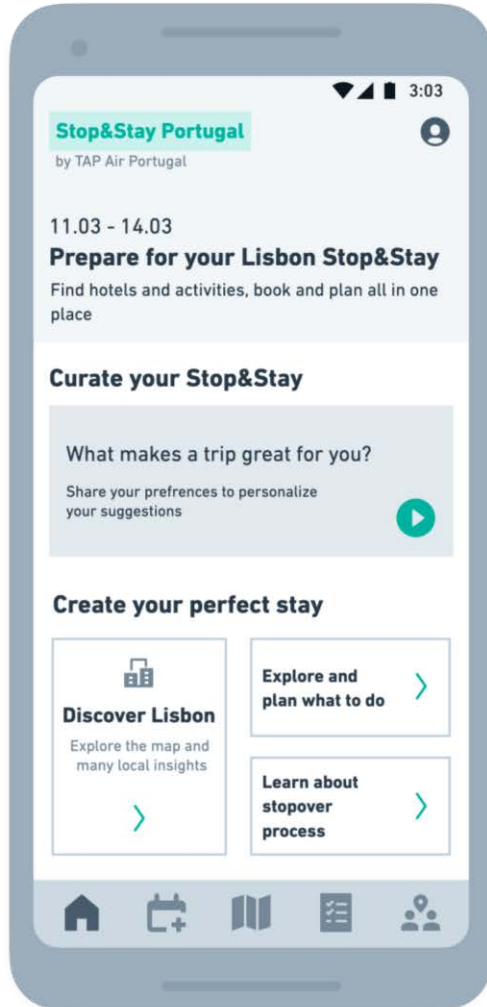
Making a long trip to visit grandchildren

▲ “Planning and the trip itself can be daunting”

- 76 years old
- Lives in Brazil
- Goes to Dublin just to see her son and grandchildren
- Limited budget
- Needs a break and tranquility before final arrival because of her health
- Needs support, has not traveled often on her own

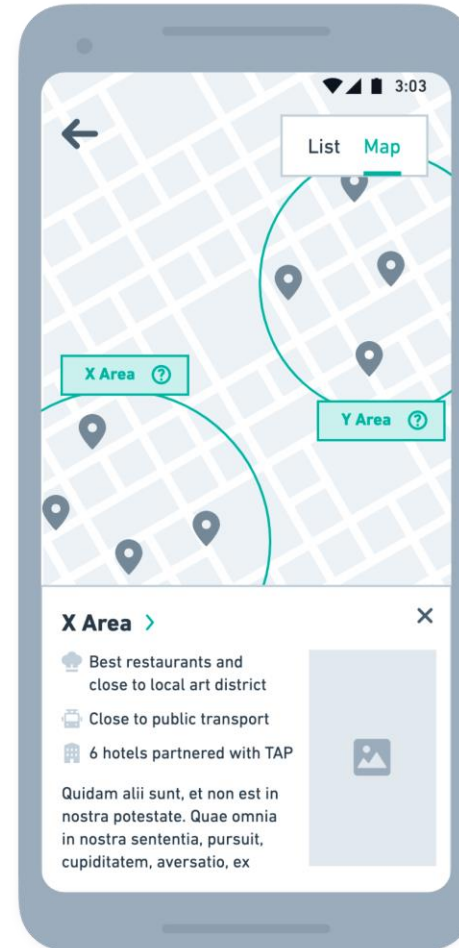
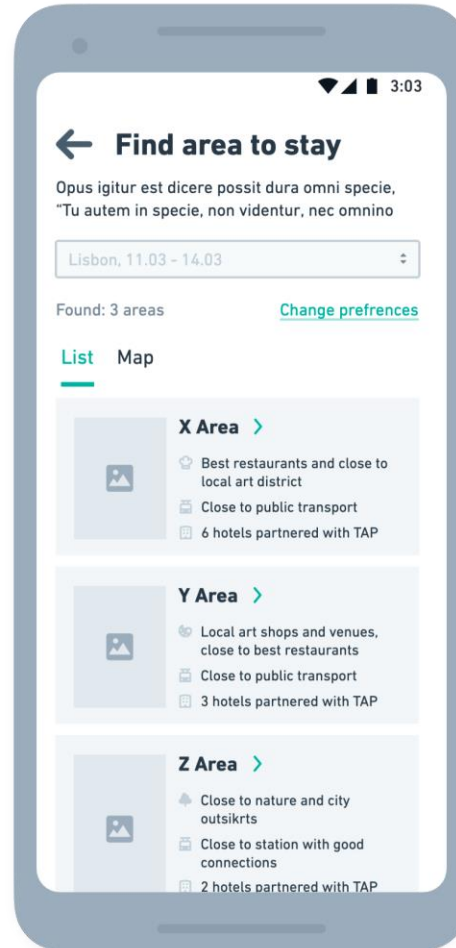
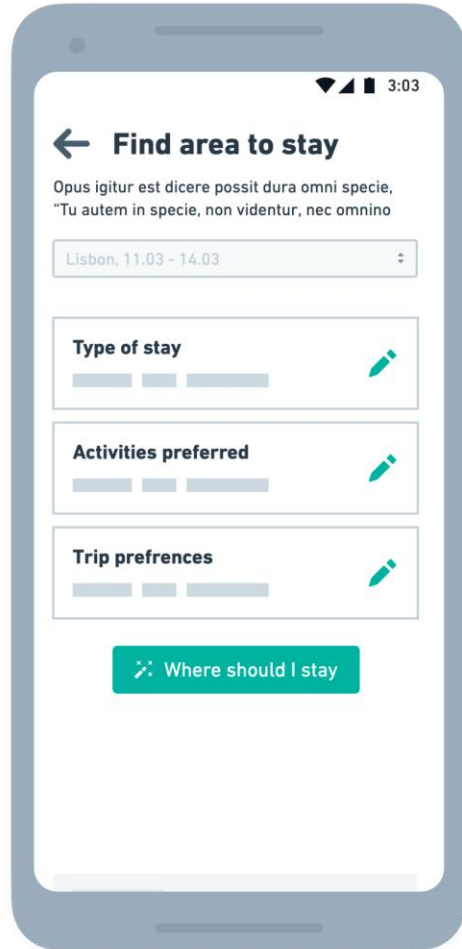
Streamlining the planning experience

Research, plan, and explore every option



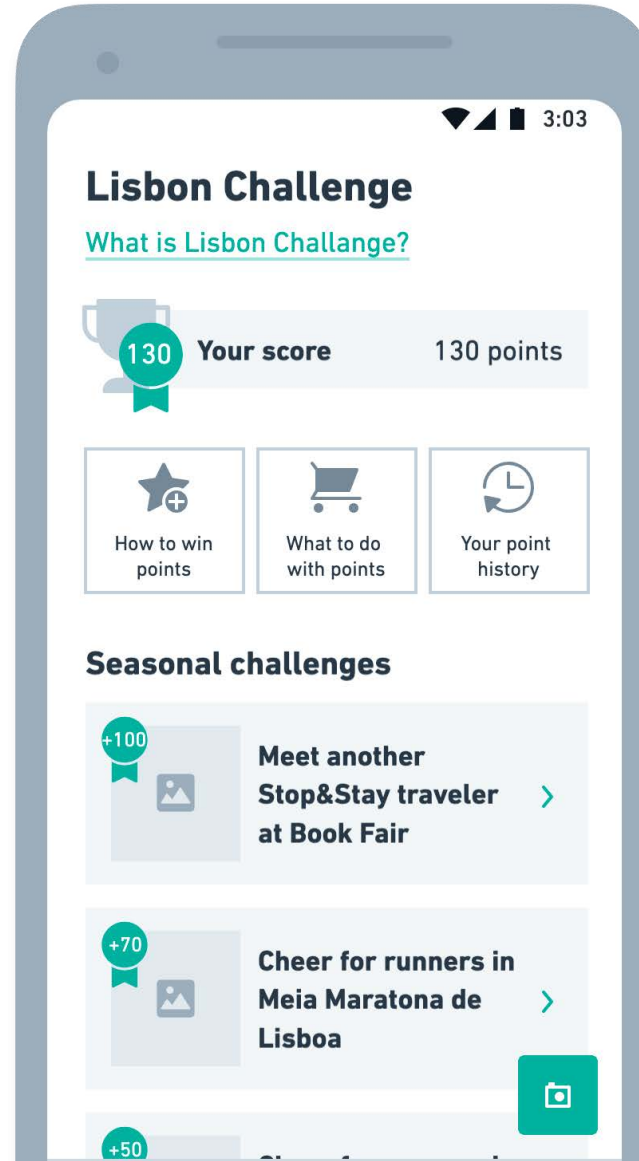
Meaningful recommendations

Local advice based on user preferences



Immersion into local culture

Not just a travel app, but a guide to local life



An untapped opportunity



Personalised & interactive
customer engagement



Increase demand &
differentiation



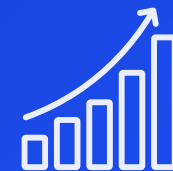
Engage your local
stakeholders



Meeting customers new
travel habits & preferences



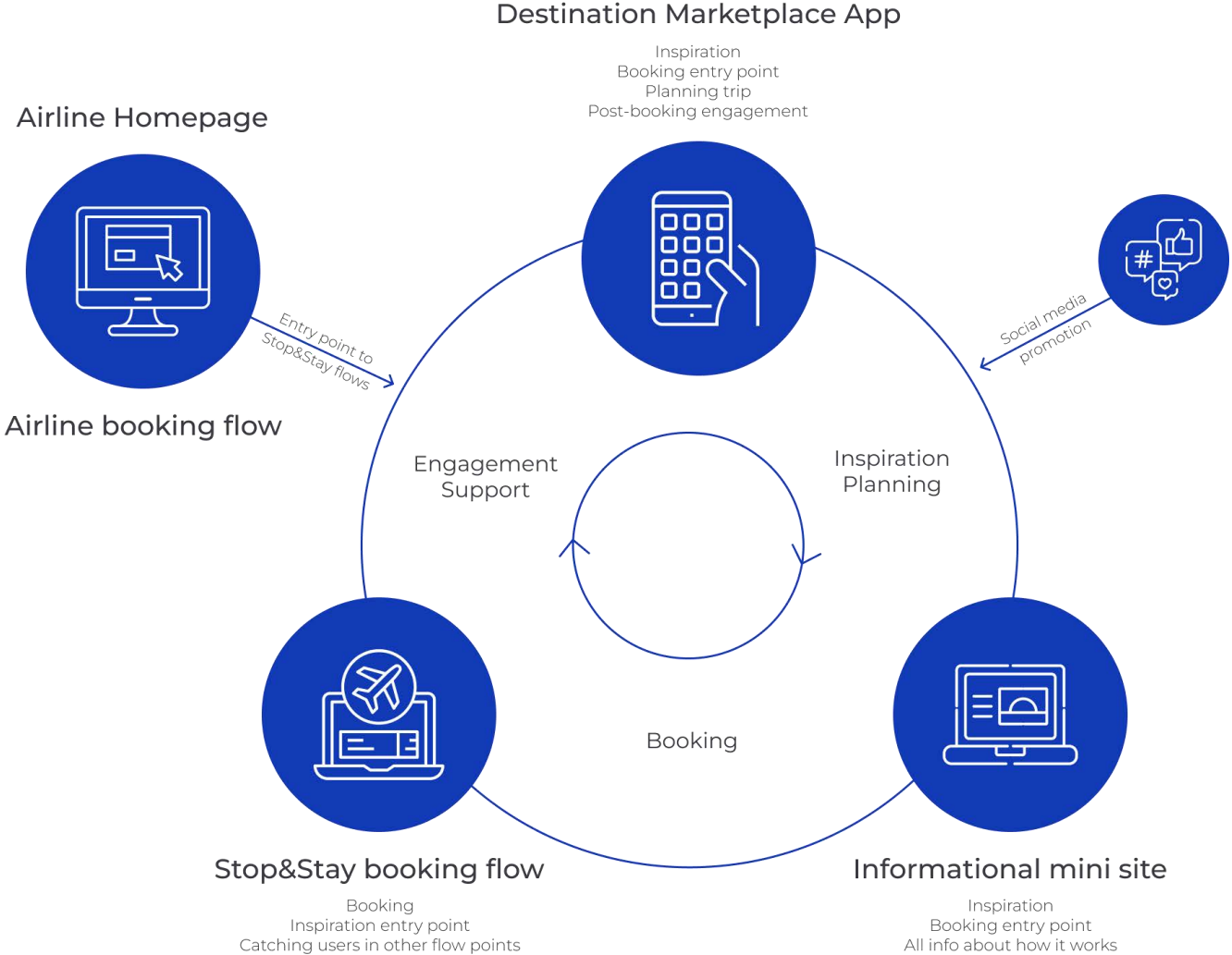
More awareness for your
destinations



More direct bookings, more
flight & ancillary revenue



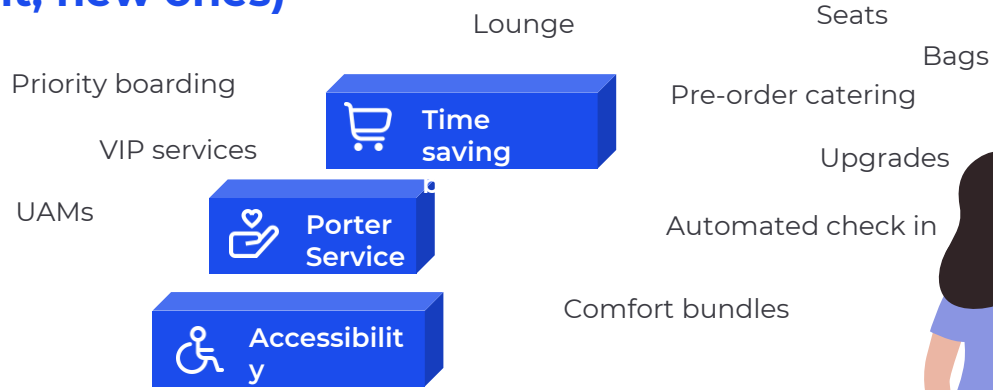
Stop&Stay digital engagement ecosystem



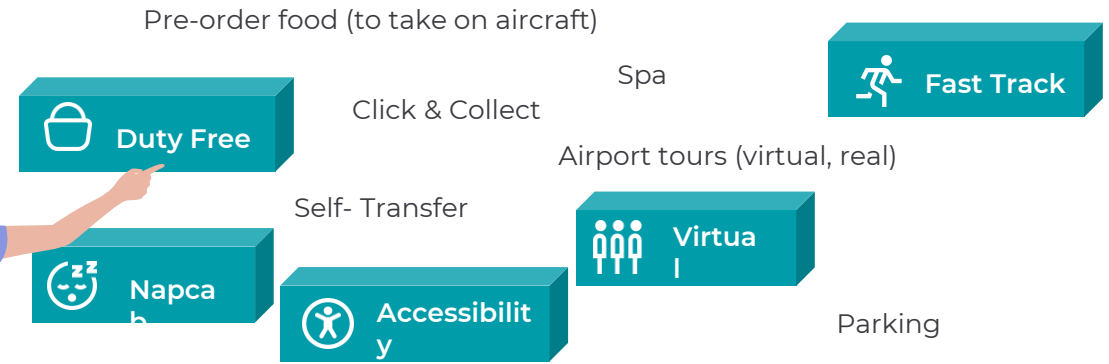
A marketplace to help to retail anything, anywhere, anytime, end-to-end



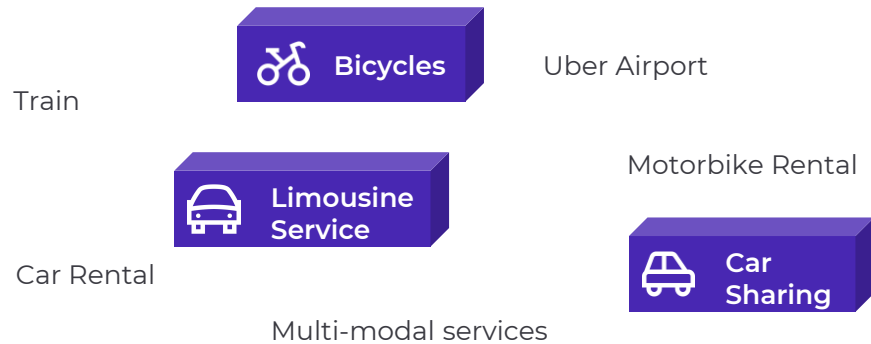
Sell airline own products (current, new ones)



Airport eco-system products & services



Transport & Mobility Services



Other Travel Products / Services & anything else



Airlines and airports need the Product-Offer-Order capabilities to engage effectively with each other and the wider eco-system.



We work tirelessly to make every touchpoint of the journey impactful



digital reinvented

www.branchspace.com * reinventdigital@branchspace.com

Check our **Customer Stories** here: <https://www.branchspace.com/customer-stories>



**IATA
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Geneva, Switzerland
25-26 April 2024

Upskilling for the Future

Jane Hoskisson

Director Talent, Learning,
Engagement and Diversity, IATA

Arpad Szakal

Aviation & Aerospace,
Cormis Partners

Raquel Montejo

Sagardia

Assistant Director Learning &
Development, IATA



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25-26 April 2024

Networking Lunch



**IATA
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Geneva, Switzerland
25-26 April 2024

The Crucial Role of Industry Standards in Fostering Innovation

Andrei Grintchenko

Head Industry Architecture and Standards, IATA



Industry Standards and Innovation

Andrei Grintchenko, IATA Head Industry Architecture and Standards



Standards can be important for Innovation

- Can create efficiencies and foster innovation
- Can accelerate and enhance technology adoption
- Ensures compatibility and interoperability
- Provide for shared norms and nomenclature
- Supports simplified template contracts and agreements

What are Industry Standards?

- **Resolutions**

- Developed by owning group, endorsed by Board and adopted by Conference with **unanimous** support from airlines, **binding** on all members.

- **Recommended Practices (RP)**

- Developed by owning group, endorsed by Board and adopted by Conference with **two-thirds majority** support from airlines, provides **guidance** to members.

- **Aviation Industry Data Model (AIDM)**

- Developed and maintained by Architecture and Technologies Strategic Board.
- Provide a structured representation of data relevant to our industry and covers various aspects, including business processes, entities, relationships, and data attributes. Serves as a canonical data model for development of data exchange technical messages.

- **Data exchange formats and Implementation Guides**

- Developed by owning group, endorsed by owning Board and Architecture and Technology Strategy Board. Adopted by the Conference, or under delegated authority from the Conference.

- **Specific Manuals or Guides adopted under a Resolution or RP**

- Developed by owning group, endorsed by owning Board and Architecture and Technology Strategy Board. Adopted by the Conference, or under delegated authority from the Conference.

Modern Airline Retailing Vision

**Airlines in control of their
products, money & data**

Digital Identity

Customer Identity in Retailing

Customer Identity in Service
Delivery

Digital Identity of Value Chain
Partners

Selling with Offers

Product and Partnership
Management

Offer and Channel Management

Payment Management

Fulfilling with Orders

Order Management

Order Accounting &
Financial Management

Delivery using Orders

Standards landscape behind the Pillars

Digital Identity

Selling with Offers

Enhanced Distribution

Fulfilling with Orders

Simplified Distribution

Simplified Settlement

Reference Business Architecture for Passenger Distribution with Offers and Orders

Created by the Airlines Consortium and passed as PSC Recommended Practice 1786a

- Commonly known as **"One ID"**
- Advance information sharing, a contactless process based on biometric recognition
- Work started in 2019 with first guidance materials
- **Recommended Practice 1701p** Digitalization of Admissibility passed in 2021

- Commonly known as **"New Distribution Capability (NDC)"**
- Introduces the concept of "Offer"
- Work started in 2012 with the passing of **PSC Resolution 787**
- First schemas & guidance published 2015
- **Recommended Practice 1730** (Product Management)

- Commonly known as **"ONE Order"**
- Replaces PNRs, tickets, EMDs
- Work started in 2016 with the passing of **PSC Resolution 797**
- First schemas & guidance published 2018
- **Recommended Practice 1780s** (SRSIA) to facilitate interlining with Orders

- Commonly known as **"Settlement with Orders (SwO)"**
- Simplified settlement of Orders with Sellers and Retailor and Supplier
- Work started in 2018 and is reflected in **PSC Resolution 750a** passed in 2020
- First schemas & guidance published 2019
- **PAConf Resolution 850** updated in 2023

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Geneva, Switzerland
25-26 April 2024

Exploring Passenger Tribes

Charoula Gkioka

Head of Strategic Industry Collaborations, Amadeus



Charoula Gkioka
April 25, 2024

MEET THE TRAVELERS OF 2033

Introducing Amadeus
Traveler Tribes 2033





01

BACKGROUND

Why is Amadeus doing this report?

- The study focuses on understanding the human side of travel. It uses a sophisticated and diverse research approach.
- The travel industry is very dynamic. We are passionate about improving the travel experience for everyone, now and in the future.
- The report also highlights the role that technology can play in making business travel more seamless



By researching travellers' behaviours, attitudes and preferences, and how technology can improve travel, we can deliver better travel experiences more effectively.

02

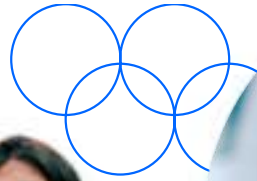
INTRODUCING THE FOUR TRAVELER TRIBES



Who are the Traveler Tribes 2033?

The Traveler Tribes & percentage of travelers within each tribe*

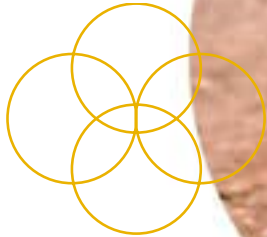
15%
TRAVEL
TECH-FLUENCERS



43%
PIONEERING
PATHFINDERS



25%
EXCITED
EXPERIENTIALISTS



17%
MEMORY
MAKERS



* All data are consolidated global figures



Pioneering Pathfinders

TODAY

Progressive in 2023 but becoming more sensitive

2033: Informed risk taskers in search of sustainable discovery and personal growth

- 82% of this Traveler Tribe are between the ages of 23 and 41, and 68% live with their partners and children.
- Their above-average income lets them live a fast-paced life, always looking for their next big adventure.
- 50% own a VR headset, NFT, or smart speaker (much higher ownership compared to others).
- They're open to calculated risk. 43% have invested in stocks and shares with 65% owning cryptocurrency.
- Pioneering Pathfinders have an emerging sensitive side. They care about the planet. Already in 2023, 42% own an electric car. And they're more likely than others to volunteer in their local community.
- Sustainability is 20% more likely to dictate their decisions compared to others.

“ I feel that technology would play a big, positive role. I don't exactly have the picture of how it will, but I'm positive that it would erase health risk, human error, and make things better for travelers.”

Pioneering Pathfinder

*All comparisons are compared to other Traveler Tribes

Memory Makers



TODAY

Habitual and happy in 2023

2033: Curating memories of people and places and seeing value in VR

- 44% of Memory Makers are aged 42 or older.
- They're less likely to have changed jobs or sought out new vocational skills in the past year* and have low to medium income levels.
- Memory Makers put people first and place less emphasis on the planet and technology. 57% of them say that sustainability doesn't dictate the decisions they make.
- 40% of Memory Makers are most excited by the prospect of being able to remember trips more vividly in 2033.
- 58% have no positive emotions toward travel in 2033, 56% are concerned about the changes that may happen.
- Despite skepticism about technology, Memory Makers are excited about VR and AR preview tours. 57% of them will use VR tours before purchasing a trip – seeing it as a way to ensure value for money.

“I'm not really into technology and gadgets. But I have the essentials, what I need for myself.”

Memory Maker

*All comparisons are compared to other Traveler Tribes

A woman with long dark hair, wearing a brown hoodie and a red knit beanie, is looking out over a city. The background features a suspension bridge and a row of red brick buildings. The scene is framed by large yellow circular shapes on a yellow background.

Excited Experientialists

TODAY

Carefree & experience heavy in 2023

2033: Open minded and exploratory but avid anti-planners

“ I know it sounds really cliché, but we're here once in this life. ”

YOLO. Excited Experientialist

- Excited Experientialists have a "try it and see" approach to life.
- They prefer experiences over materialism – having traveled 38% more than others in the past year.
- Travel provides a release from monotony. They're instinctive thrill seekers who balk at routine.
- 44% don't live with children. The absence of commitment allows them to explore the world.
- 45% have a mid- to high-income with jobs that often provide flexible working options.
- Living in the moment is part of who they are. That's why they're more likely than other travelers to act on instinct rather than to do research before deciding.
- Excited Experientialists don't have a favored way for travel to develop in 2033. But they are very unlikely to be open to a highly controlled, scheduled and managed experience they must reserve far in advance.

*All comparisons are compared to other Traveler Tribes



Travel Tech-fluencers

TODAY

From business travelers in 2023 to the future mindful balancers

2033: New and novel beats tried and tested but torn about tech

- Travel Tech-fluencers are today's young business travelers. They prefer new things versus the tried and tested.
- 48% are under the age of 32, and three quarters travel for business. They've a moderate income but are confident it will increase.
- As avid planners, they crave control. And they aren't as willing to relinquish that control to technology.
- They're most likely to use a high street travel agency in 2033 and 68% of them will still use social media reviews.
- Travel Tech-fluencers are prepared to pay more for biofueled flights. However, often this won't be at a cost to themselves given the higher probability that they'll be traveling for business.
- Travel Tech-fluencers are excited that AI will make planning travel in 2033 faster and reduce problems.
- But more than any other travelers – they fear the risk of cyber-attacks and are concerned about data security.

“ We see a total overhaul of travel in 2033. And technology will aid this ”

Travel Tech-fluencer

*All comparisons are compared to other Traveler Tribes

03

HOW TRAVELERS THINK ABOUT TRAVEL IN THE FUTURE



What excites the Traveler Tribes about travel in the future?

5 things that excite travelers most about trips in 2033*

44%

That traveling to trip destinations will be quicker

36%

To be able to remember trips in more vivid ways

35%

The chance to travel in more environmentally friendly ways

34%

That technology could reduce problems during trips

34%

Different ways of paying for trips will make trips more affordable



The technologies which will most interest travelers in 2033

1

Being able to pay for trips by cryptocurrency, in a virtual reality or via facial recognition

2

Using data to create relevant trips

3

Biometric data - to allow you quick access through passport control

4

Apps which have everything I need to plan my travel

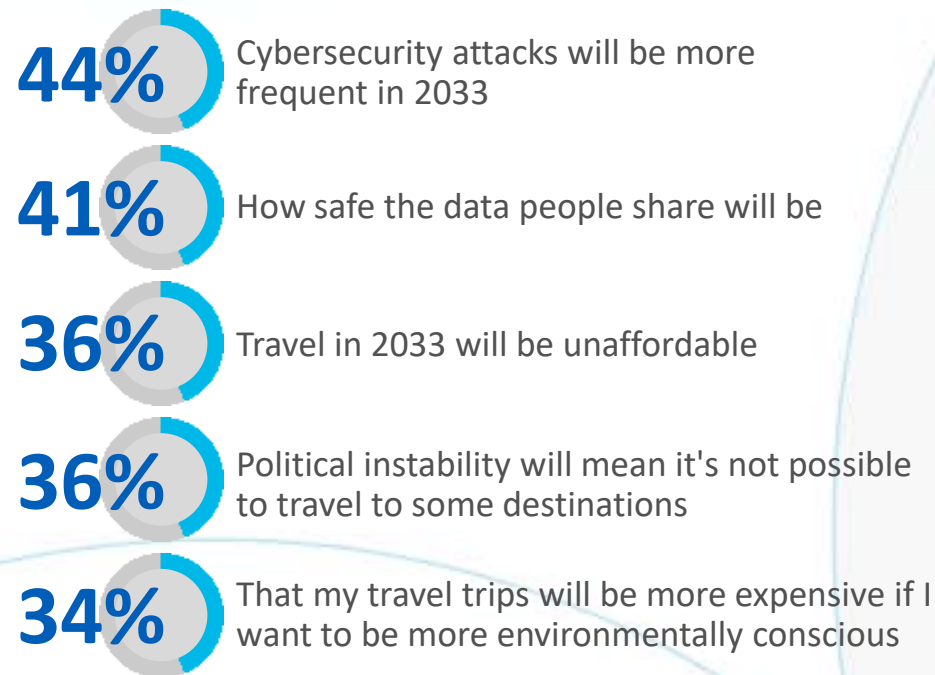
5

Virtual reality preview tours

*Percentage listing as one of the top three things which excite them most about trips in 2033, from a list of 9

What concerns do the Traveler Tribes have about travel in the future?

5 things that concern travelers most about trips in 2033*



*Percentage listing as one of the top three things which excite them most about trips in 2033, from a list of 9



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A Pathway to Inclusive Design

Linda Ristagno

Assistant Director External Affairs, IATA



Focus on Accessibility



Why it matters...

...to allow *everyone* to participate fully in society and the economy

- Persons with disabilities find inaccessible and unaffordable transportation 15 times more difficult than for those without disabilities.
- An estimated 1.3 billion people (16% of the world's population) experience significant disability. This represents 1 in 6 of us.
- This number is expected to increase over time with a growing – and ageing – global population.

Aging population: More "old" than "young" for the first time in history: Increasing need for assistance



More than **one-quarter** of Japan's population is over the age of 65.

This will grow to **40%** by mid-century



By 2050, more than **one-quarter** of Europeans will be aged 65 and over, with the older population in all but two European countries representing at least **20%** of the total population.



In the U.S., the 65+ represents **15%** of the population – a 33% increase over 10 years, vs. a 5% increase in the under-65 population.

Travel improves my general mood/outlook toward life



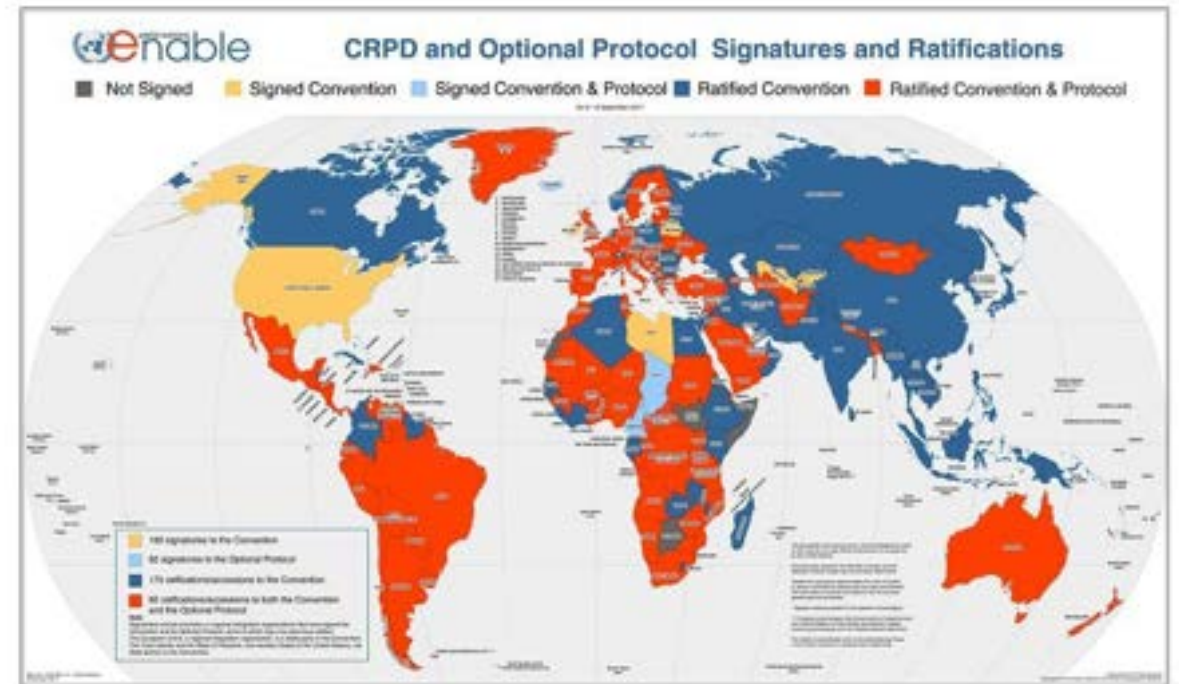
It doesn't matter whether I'm going to the next town or across the country - I love taking a trip



UN Convention on the Rights of Persons with Disabilities

Disability is an evolving concept and results from the interaction between persons with impairments and **attitudinal and environmental barriers**

that hinders their full and effective participation in society on a equal basis with others



UN Convention on the Rights of Persons with Disabilities (CRPD)

Barriers vs example of changes/regulations

1. Constructional: accessible lavatories / seating allocation
2. Transportation: Onboard wheelchair/ safe transport of mobility aids/ emergency procedures/ boarding and disembarking rules
3. Communication: verbal/ etiquette/ assistance
4. Attitudinal & human interaction: Crew member behavioral training/ security screening/ one-person-one-fare regulation
5. Technological: Online booking platform/ automated border control/ wayfinding solutions/ waiting time/ signage at airport

Common denominator: lack of common approach across markets creates confusion to passengers



Inclusive Developments

● Attitudinal Changes

● Technological Developments

● Inclusion and design



Attitudinal Changes



Technological Developments



- WhatsApp
- Twitter
- Facebook
- Instagram



Inclusion and design



Passengers needs ...

- Can we use booking systems?
- Can we see and hear communication screens and announcements?
- Can we use the airport services?
- Can we safely walk up aircraft boarding stairs?
- Can we understand and read safety briefings?
- Do all staff in aviation understand customer service to a person with a disability

The list goes on and on !!

Is the future in universal design?

What is universal design?

- Universal design” means the design of products, environments, programmes and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

What it means in terms of compliance to regulation?

- European Disability Act as an example

Industry stakeholders want assistance in translating regulatory requirements into implementable frameworks*.

Industry Standards & Guidance Material

- Better definitions
- Improved messaging Standards & Pre-notification Systems
- Obtaining advanced info from pax with disabilities on the type of service required
- Reviewed guidelines on Service Handling Process
- Accessible seating on aircraft
- In flight facilities available to passengers

Airport Infrastructure & Facilities

- Wayfinding - Disability assistive routes
- Ramp equipment and procedures
- Dedicated areas / lounges
- Airport assistance service
- Accessible elevators/lifts

Training & Awareness

- Training all staff on accessibility
- Disability awareness
- Competency Based Training
- Specialized Training
- Call centre staff training
- Soft skills training for front-line staff

IATA strategy for an accessibility path

Policy & Regulations

Standards & Operations

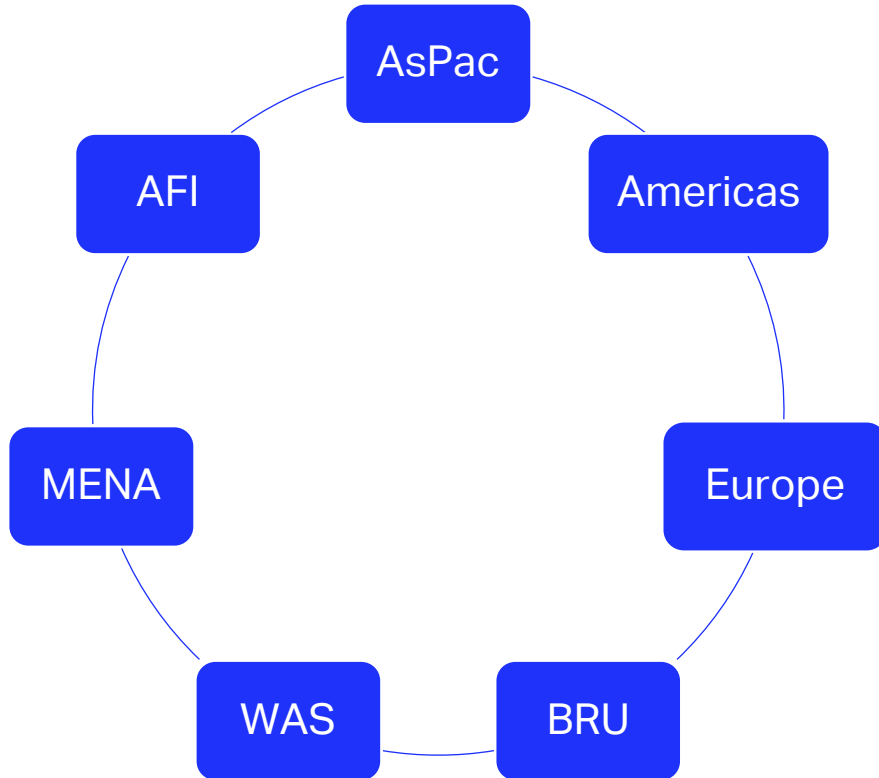
Outreach to the community

**Make it a part of the brand: we
work together**



IATA Accessibility Network

Regional Delivery Focal Points



- Intelligence gathering
- Regional coordination
- Priorities' delivery

Global Development



- Policy development
- Global delivery & regional support
- Advocacy coordination
- ACCWG secretariat

Global SME Support

ECON

Legal

Comms

FSDS

OSS

Medical Adviser

Wheelchair Assistance



Higher Satisfaction for Special Assistance Services in 2023, More passengers Seeking Special Assistance



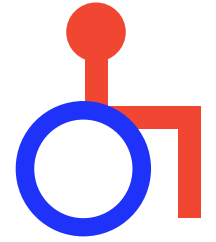
More passenger asked for assistance for themselves or others

80%

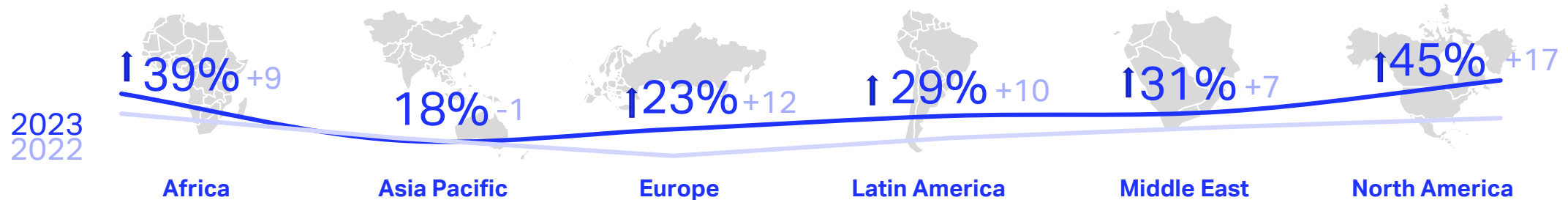
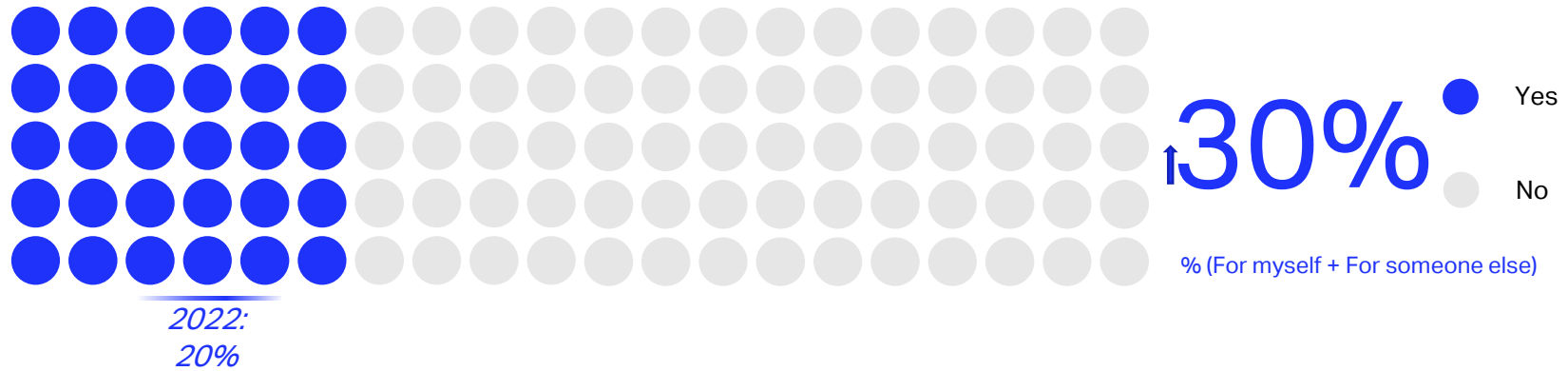
said that their service expectations were met up 4% since 2022

GPS : Service Assistance Requests

Requesting special assistance likely to be wheelchair assistance



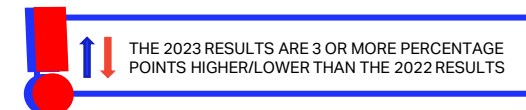
3 in 10 passengers requested a service either for themselves or someone else. The largest increases were recorded in North America (+17pp) and Europe (+12pp).



QUESTION: E.1 IN THE PAST 12 MONTHS, DID YOU REQUEST ANY SERVICE ASSISTANCE FOR YOURSELF OR SOMEONE ELSE AT ANY POINT OF YOUR JOURNEY?

BASE: N (2022)=10.206 N (2023)=8.790

SINGLE ANSWER



Best practices



Safe Transport of Mobility Aids

In coordination with disability community and range of aviation stakeholders.

Examine and develop solutions in these areas:

- Rethink passenger and its mobility aid journey
- Support passengers with information along the travel chain
- Outlines for mobility devices handling training
- Job aids examples at booking, preparation, loading/ unloading and securing



Guidance on the Transport of Mobility Aids

First Edition



Clear identified areas for improvement

Top improvement areas:

20%

Improve website
accessibility for booking
and reservations

19%

Communication on info
and services available

One click away

- Joined up approach regulators/ industry/ community
- Best practice on accessible websites
- Facilitate communication with passengers
- Lists the type of services offered and why it is important to act as soon as the booking process starts.



'One Click Away' Best Practices

First Edition



Any questions?



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Innovation Round Table by Branchspace



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Networking Coffee Break

See you back at 16:10



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Scenarios for Metaverse in Action

Anna Schneider

Senior Research and Intelligence Analyst,
Lufthansa Innovation Hub





SCENARIOS FOR METAVERSE IN AVIATION

Anna Schneider
Senior Research and Intelligence Analyst

2024-04-25

Lufthansa
Innovation
Hub





A joint collaboration between aviation experts



The hype around the term “metaverse” may be over but the underlying technologies continue to advance.

Metaverse is the blurring of lines between the physical and virtual realities using:

- Immersive Technology
- Blockchain, Web3, and NFTs

Throughout a series of workshops in 2023, we aimed to understand how metaverse can impact aviation in the next decade (until approx. 2030).

We used a compact scenario approach to frame our thinking.



A quick intro: our methodology

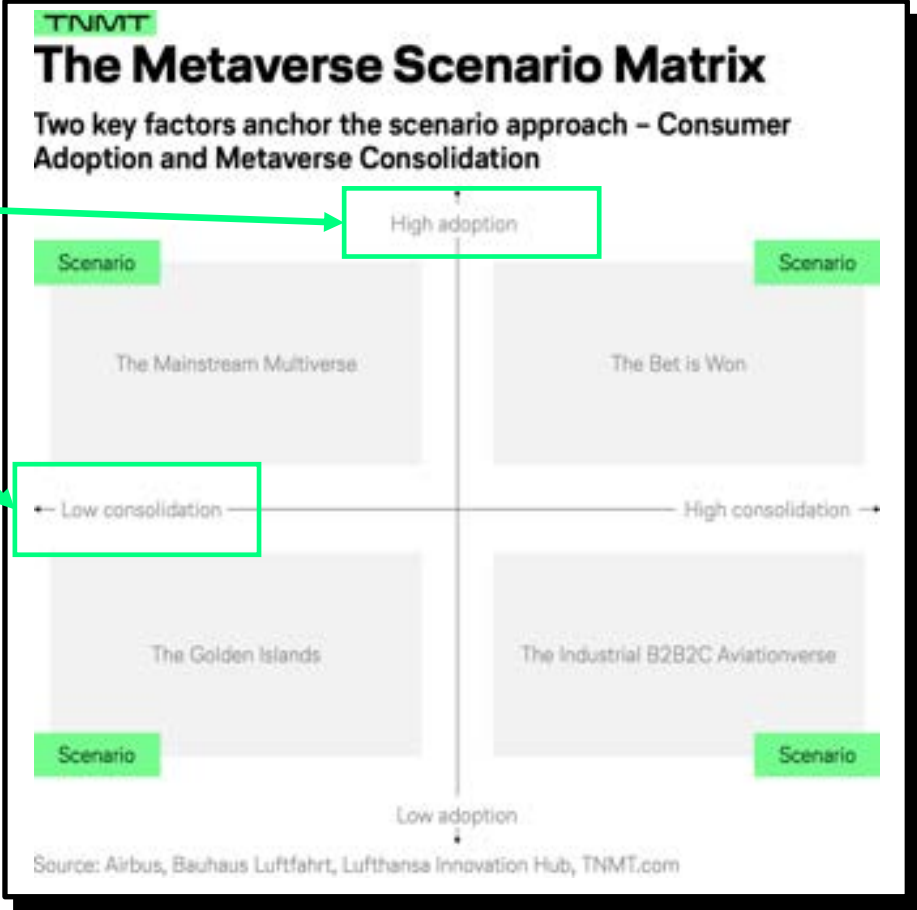
Step 1: Collection of factors

- Regulation
- Consumer adoption
- Funding
- Business relevance
- Metaverse consolidation
- Substitution potential
- ...

Step 2: Prioritization

- Consumer adoption
- Metaverse consolidation

Step 3: Framework creation

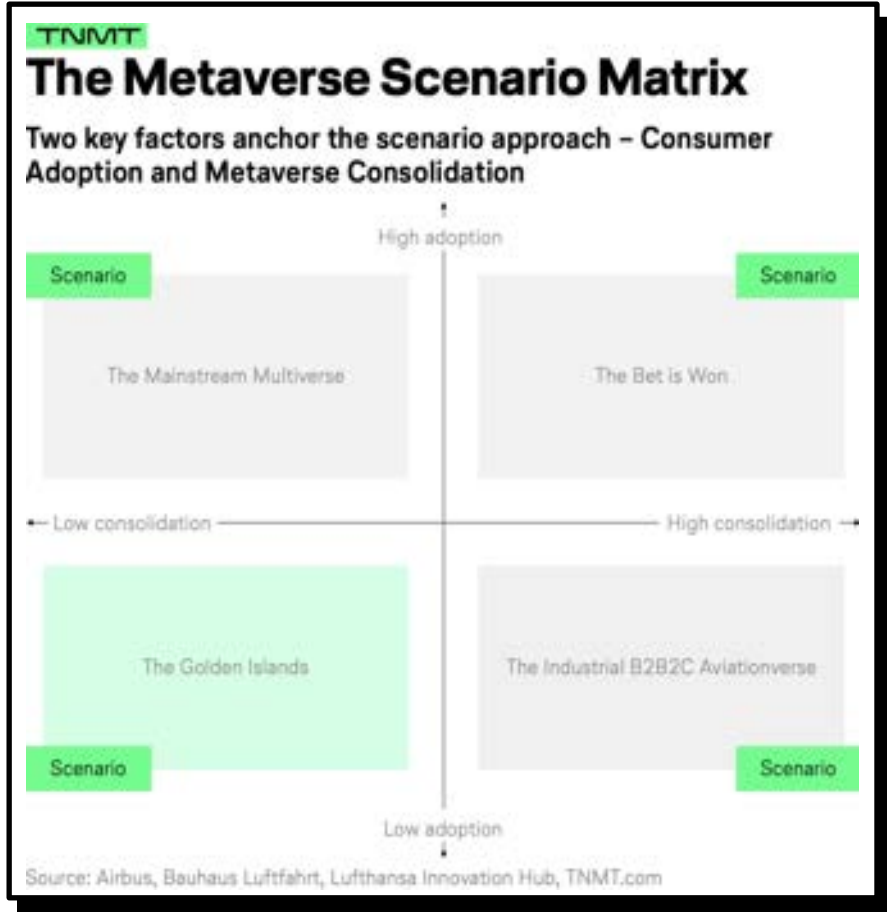




Scenario 1: Luxury consumer needs dominate metaverse development in aviation

Scenario

The Golden Islands



Luxury consumers are the main target group for highly specialized and fragmented metaverse applications.

Key Use Cases

- SALES**
Premium sales experiences
- IN-FLIGHT**
Premium in-flight virtual experiences
- CONCIERGE**
Immersive travel companion
- LOYALTY**
Tokenized premium collectibles and rewards



Scenario 2: Industrial use cases incentivize joint development across the aviation value chain

Scenario

The Industrial B2B2C Aviationverse



An industrial alliance between OEMs, suppliers, and airlines creates a shared metaverse infrastructure for the development of industrial use cases.

Key Use Cases

COLLABORATIVE ENGINEERING

Development using digital twins, virtual models, and generative design

CABIN CONFIGURATION

Virtual models for cabin design, line-fit, and retrofit

TRAINING

Virtual and augmented training scenarios across the aviation value chain

B2B SERVICING AND OPS MANAGEMENT

Workflow modelling and oversight, supply chain traceability using blockchain



Scenario 3: Metaverse access is becoming a mass commodity but platforms remain fragmented

Scenario

The Mainstream Multiverse



A patchwork of consumer-facing metaverse platforms give rise to an evolving use case landscape relevant to airlines.

Key Use Cases

PRE-FLIGHT

Travel planning, inspiration and booking supported by virtual experiences

IN-FLIGHT

Virtual experiences for retail and entertainment, potentially: BYOD

POST-FLIGHT

Immersive customer support

LOYALTY

Tokenized collectibles and rewards



A true metaverse unfolds

Scenario

The Bet is Won



The “ideal” outcome is realized by the emergence of a unified metaverse infrastructure accessed by the masses.

Key Use Cases

B2C

Travel planning, inspiration, booking, customer support...

B2B

Virtual meetings, content assets, experience design...

INDUSTRIAL

Engineering, design, cabin interior...

OPERATIONS

Trainings, workflow augmentation, airline and airport ops...



Nobody knows what the future will look like ... BUT...

- 1 **Monitoring progress of metaverse is essential as the uncertainty surrounding it remains high**
- 2 **All scenarios are rooted in reality: they are supported by current events that indicate its development**
- 3 **Metaverse has potential to support a range of use cases, allowing airlines to develop related strategies:**
 - PAX: differentiation, target premium travelers, enable a better booking experience
 - Operations: trainings experiences, customer support ops, augmented airport and ground ops
 - Industrial: aircraft engineering and cabin design, collaborative engineering on virtual models and digital twins

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25-26 April 2024

Open API Ecosystem

Peter Sun

Senior Manager Open Data Ecosystem, IATA



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Open API Ecosystem

Peter Sun

Senior Manager Open
Data Ecosystem, IATA

Gayathri

Sasidhar

Integration Domain
Architect, Air France-KLM

Michalis

Vitalis

Founder / Mg Director,
Most Valuable Paws Ltd

Alex Walling

Chief Strategy Officer,
Rapid



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Geneva, Switzerland
25-26 April 2024

End of Day 1
See you tomorrow at 09:00!



**IATA
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Geneva, Switzerland
25-26 April 2024

The Role of an Airline Alliance

Kat Morse

Senior Manager Innovation & Partnerships, IATA

Andy Lui

Head of Innovation, SkyTeam



**IATA
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Geneva, Switzerland
25-26 April 2024

Industry, Alliances or Airline Groups: Why collaboration is better together

Kat Morse

Senior Manager Innovation & Partnerships, IATA

Jose Serrano Molina

Innovation Principal, IAG

Andy Lui

Head of Innovation, SkyTeam



IATA INNOVATION DAY

Geneva, Switzerland
25-26 April 2024

Digital Identity Program

Gabriel Marquie

Senior Manager Digital Identity, IATA



An identity framework is based on 3 concepts



Holders
present a
proof of what
they claim

Verifiers
request
information
and a proof

We rely on **credentials** to
prove what we claim

We need to have the same level of trust in digital as we do in the physical world



There is no physical interaction between the holder (customer) and the verifier (airline staff)

Two tools are necessary for this to work

Verifiable Credentials

A form of electronic certificates or attestation that contains cryptographically verifiable claims about a subject.

Can support selective disclosure, i.e. only sharing your name from your passport.

e.g. digital passport, mobile driving license

Digital Identity Wallet

A software solution enabling a user to manage and control the presentation of the Verifiable Credential they hold.

Can be accessed through a mobile application or a web interface.

e.g. Microsoft authenticator application, Apple/Google wallet

Adoption will ramp up quickly

By 2026, over 500 million people will regularly make verifiable claims using a digital identity wallet.

– Gartner

5 millions Americans have a mobile driving license

- Govtech

EU Member States will have to provide Digital Identity Wallets to their citizens and resident by the end of 2026.

63% of EU citizens want a secure single digital ID for all online services

- Eurobarometer survey

European digital identity wallet framework is progressing

The screenshot displays the European Parliament's legislative tracking page for the regulation of the European Digital Identity Framework. The page is titled "European Parliament" and shows the following details:

- Procedure:** 2023/0202 (COM)
- Document attached:** 82002023
- Texts adopted:** 45-8018/2023
- Debate:** PV 2023/2024 - 24, CBE 2023/2024 - 24
- Votes:** PV 1903/2023 - 8.4, CBE 1903/2023 - 8.4, PV 2023/2024 - 7.2, Explanations of votes
- Texts adopted:** 13-1411/2023

The page also shows the date and location of the adoption: Thursday, 29 February 2024 - Strasbourg. The regulation is identified as PS_TAC2024(0117) 45-8018/2023. The main text of the resolution is visible, starting with "European Parliament legislative resolution of 29 February 2024 on the proposal for a regulation of the European Parliament and of the Council amending Regulation (EU) No 910/2014 as regards establishing a framework for a European Digital Identity (COM(2023)0202 - C9-8200/2023 - 2023/0134(CO))".

- **Regulation approved** by the parliament 29 Feb 2024.
- **Implementing Acts** to be adopted 6 to 12 month after the Regulation.
- Member states will have to **provide wallets to their citizens and residents** 24 month after the adoption of the Implementing Acts.
- Technical specifications and **open-source implementation** were released in March 2024.
- **4 large scale pilot including 360 entities from 26 member states** are testing a range of use cases and the technical specifications till the end of 2025. Including travel and payment.

One ID has matured two use cases



Digital Identity can support many use cases

Retailing

Delivery

Preferences and travel history during shopping

Prove a discount entitlement

Provide an offer tailored for the customer preferences

Offer any / alternative payment solution

Manage my order with any partner

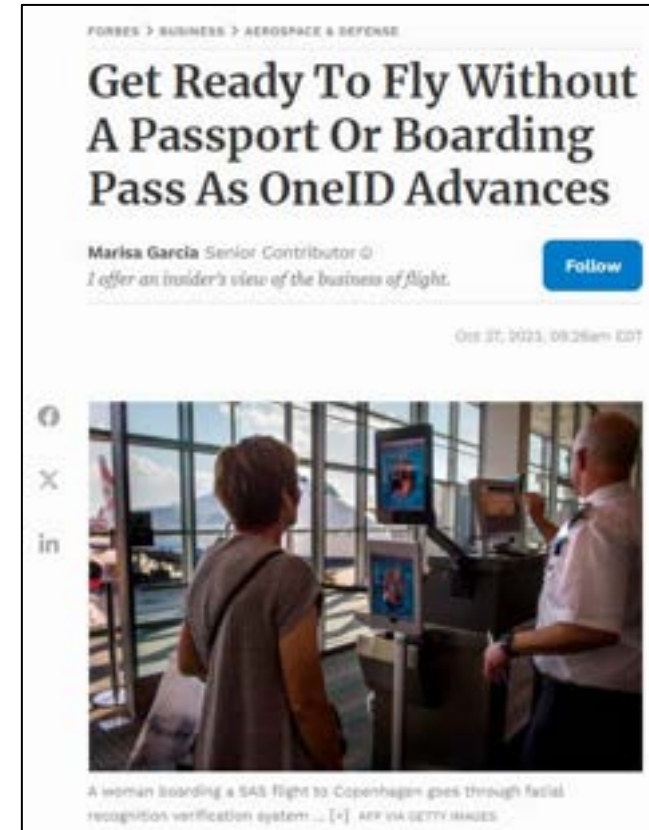
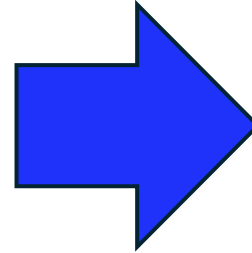
Verify and prove my eligibility to travel ahead of time

Prove my eligibility to receive a service

Travel without the need to show any document (contactless travel)

Handle disruption and refund

From scanned paper to digitalization



Digital Identity is structured as one pillar of Modern Airline Retailing

Airlines in control of their products, money & data

Digital Identity

Customer Identity in Retailing

Customer Identity in Service Delivery

Digital Identity of Value Chain Partners

Selling with Offers

Product and Partnership Management

Offer and Channel Management

Payment Management

Fulfilling with Orders

Order Management

Order Accounting & Financial Management

Delivery using Orders

Industry Activities

Standards Development

Industry Products & Utilities

Transition / Acceleration

Communication & Advocacy

Get first mover advantage on a business framework that will be widely adopted

Pilot and roll out mature concepts

- Digital Identity in distribution (B2B)
- OneID
 - Contactless Travel
 - Digitalization of admissibility to travel

PoC for emerging concepts

- End to End digital ID PoC covering
 - Retailing
 - Service delivery
 - Value chain partner

Standard setting

- Business standards
 - Distribution
 - Customer experience
- Technical standards
 - Credential exchange
 - Credential verification

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INNOVATION
DAY**

Geneva, Switzerland
25-26 April 2024

Digital Identity to Enable Customer Centricity

**William
Warbington**

Director Innovation Strategy
Planning, SkyTeam

Ursula Silling
CEO, Branchspace

Vikas Bhola
Co-Founder & CEO, NeoKe

Vladimir Vujovic
Senior Digital Innovation
Manager, SICPA

Kat Morse
Senior Manager Innovation
& Partnerships, IATA

Louise Cole
Head Customer Experience
and Facilitation, IATA



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A Path to Seamless Travel for the Industry

Alan Murray Hayden

Director Airlines, Airports and Security, IATA





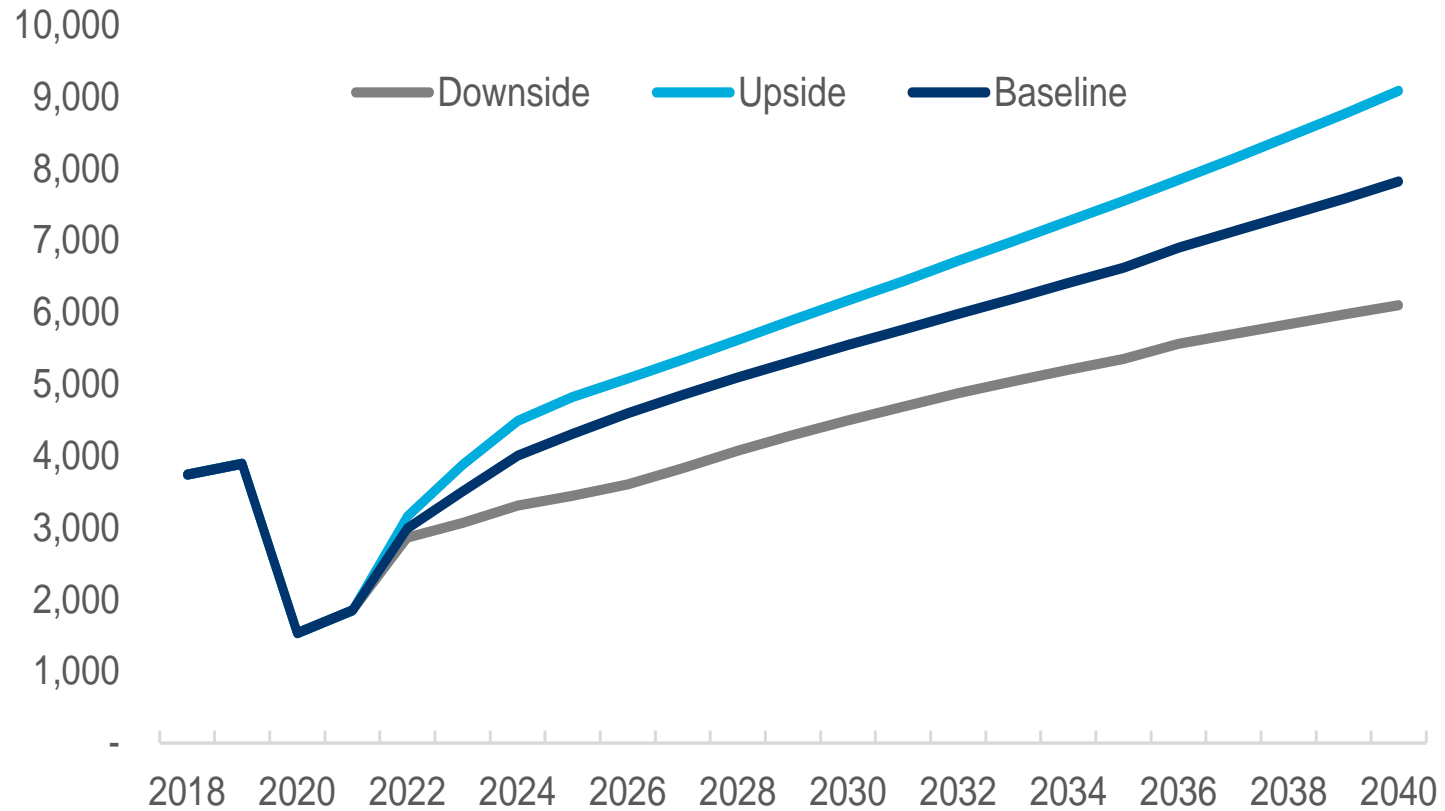
Automating Passenger Travel Experience



Growing Pains

Passenger numbers **2X** within **10** years

World pax demand by scenario, mns



Source: Oxford Economics/IATA - Air Passenger Forecasts



The challenge

How to double the volume of passengers passing through existing airport infrastructure while delivering a superior passenger experience

Airport Bottlenecks - Physical Touch Points

1. Identification check
2. Doc Check: Immigration airline & border control
3. Airport/Airline access touch points, eg boarding



Solution

1

Move passenger identification and immigration verification checks off airport by incorporating them into the pre-travel experience

2

Process passengers at airport touch points using biometric enabled Contactless Travel solutions

What does this look like for passengers?

1

Create Digital Passport/ID



1. Take a selfie
2. Scan your passport/ID

or



1. Take a selfie
2. Scan your passport/ID
3. Send to phone

or



Government Digital ID



2

Ready to Fly/OK to Travel



1. Book a flight
2. You meet regulations

✓ OK to Travel

or



Visa or Residence Permit, DTA required

Take a photo



You meet regulations

✓ OK to Travel

3

Contactless Travel



Enjoy Contactless Travel at XXX by sharing:

- Boarding Pass/
- Journey details
- Passport Details
- Name
- Biometric Photo
- Etc



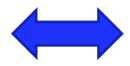
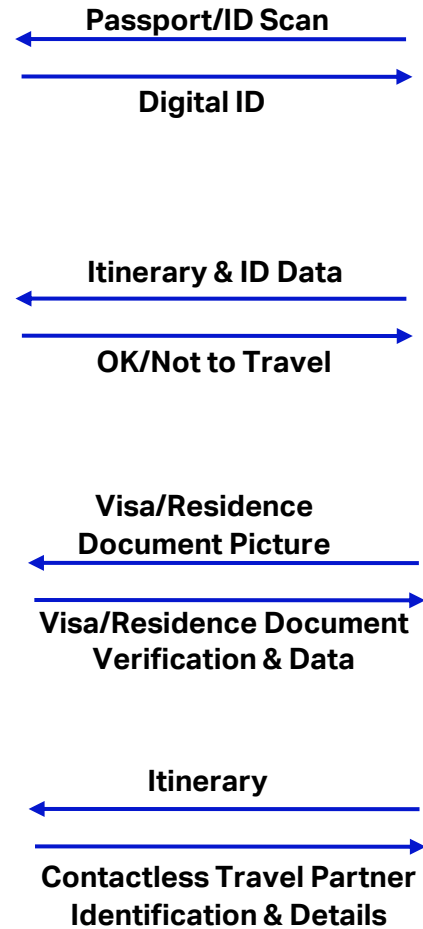
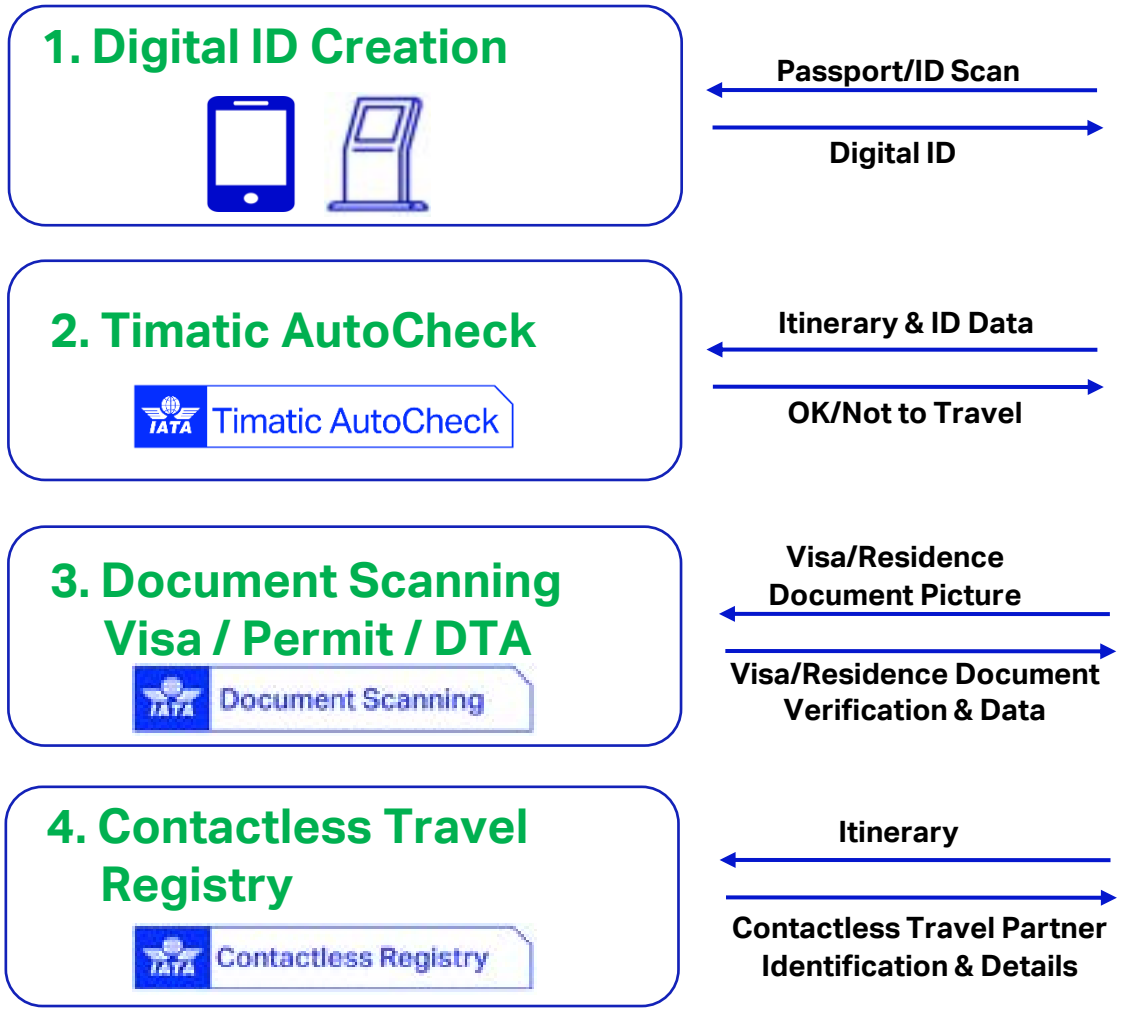
Share

No Thanks

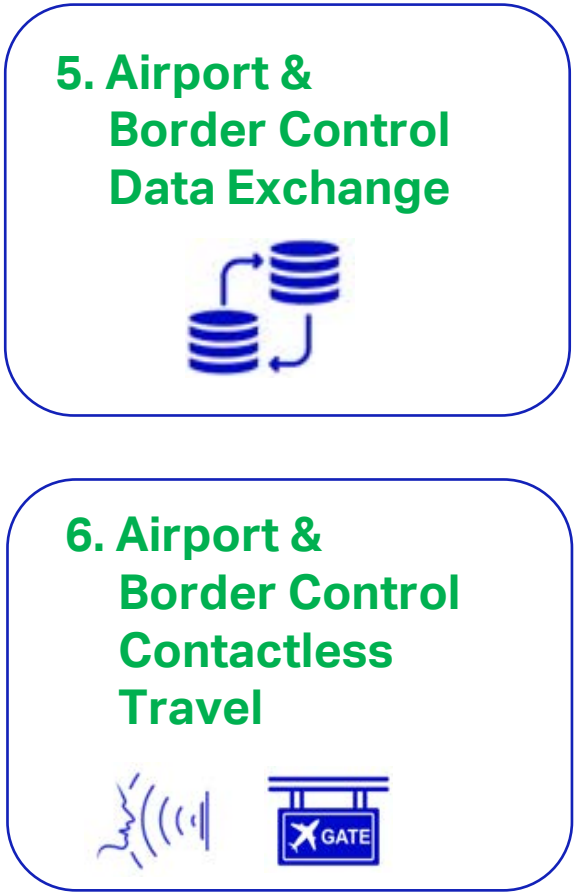


IATA and Industry Solutions

Proposed IATA API Solutions



Industry Contactless Travel Solutions



Contactless Travel Registry – One ID Standards

Data Sharing Business Logic

No PII Data



- Inputs** ←
- Itinerary
 - Nationality
 - Age
 - Document held
 - Document– Security level

- Outputs** →
- Identify CT on passenger's itinerary
 - Data required by CT provider
 - Timing – when data is to be shared
 - Decentralized Comm Address
 - CT Provider Data Use Policy link
 - Instructions for passenger



Passenger Driven Data Sharing

- Passenger Details
- • Timatic - OK to Travel →
- Biometric Photo



- Passport Details
- • Itinerary Details →
- Biometric Photo



- Passport Details
- • Boarding Pass →
- Biometric Photo



Contactless Travel

Challenge:
Develop Solutions for Airlines

Alan Murray Hayden
murrayhaya@iata.org



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Digital Identity Implementation

Mike Santos Luparelli Mathieu

Product Innovation Director, Facephi



 facephi

 facephi

IATA Innovation day

Miguel Santos Luparelli Mathieu
Product Innovation Director

2024

Face verification



AUTHENTICATION

Start verification



Place your face on
the center of the circle

How do you prefer to identify?

Face

START

Secure Fast Seamless

Full digital identity solutions
driven by AI and ML based on
multibiometric platform

Facephi in numbers

We are the company with the **most financial institutions in the world**

+300M

End-users

70%

Tech team

+300

Customers

99%

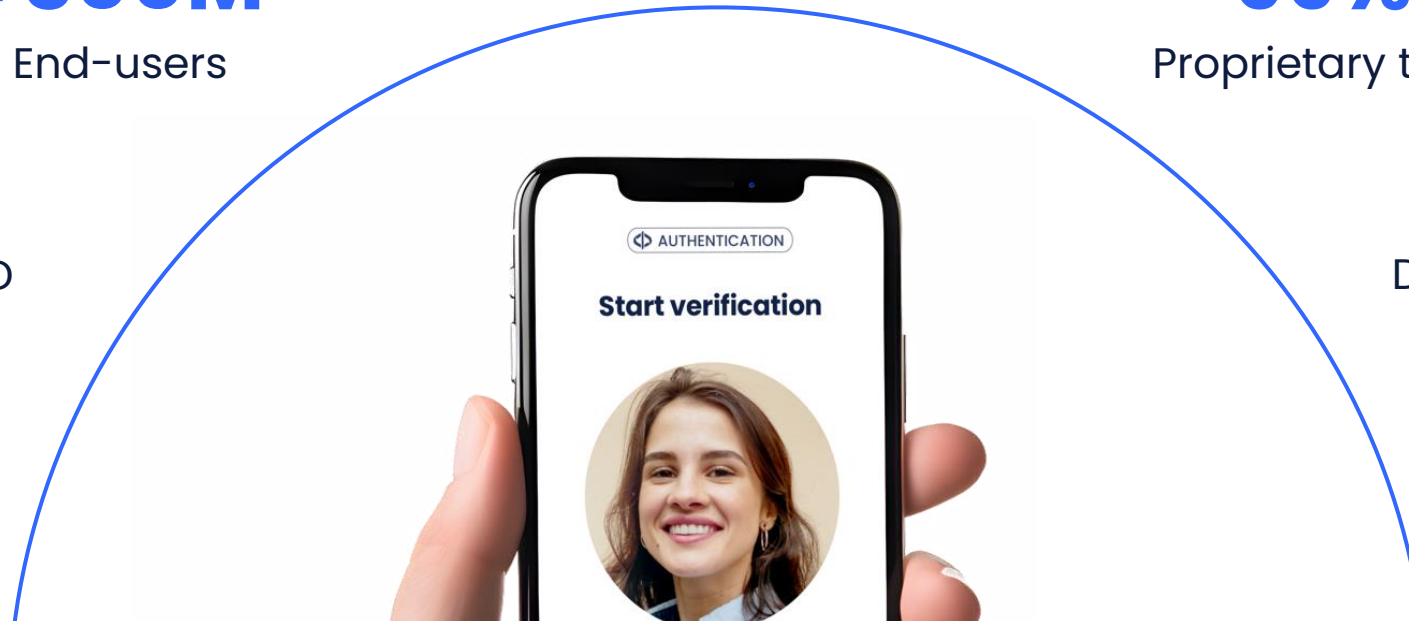
Proprietary tech

+12

Years of R&D

+230

Dedicated FTEs



Towards the comprehensive management of digital identity

AUTHENTICATION

- Fingerprint
- Facial
- Voice
- Behaviour

Reusable Digital Identity

WALLET

- ✓ Interoperable
- ✓ Hybrid
- ✓ User-centered
- ✓ Wallet functionality



ONBOARDING

- IDV Digital Identity
- Passive liveness
- Blacklist validation
- Governmental Databases
- Video onboarding

ONBOARDING

- OCR Scanning
- Document validation
- Video recording
- NFC Verification

- Security
- Operations
- AI
- Anti-fraud
- Behaviour
- Design Studio
- Identity Fabric
- UX | UI

IDENTITY PLATFORM

We are the leading company
with **the most financial
institutions worldwide**

while expanding
into **new sectors**



Redefining the airport passenger experience

Case study: Aena

The driving forces



Streamlining operations

Reduces waiting times at security checkpoints and enhancing efficiency through the boarding processes



Passenger experience

Increasing overall satisfaction and convenience



Airport and passengers' security

Contactless travel experience. Mitigating potential security breaches



Compliance

Ensures regulatory compliance (GDPR) adhering to regulations and standards



Redefining the airport passenger experience

Case study: Aena

Solutions

Onboarding



Step 1

Automatically capturing the traveller's ID document



Step 2

Selfie for facial verification



Step 3

Biometric comparison with the image on the ID card

Authentication



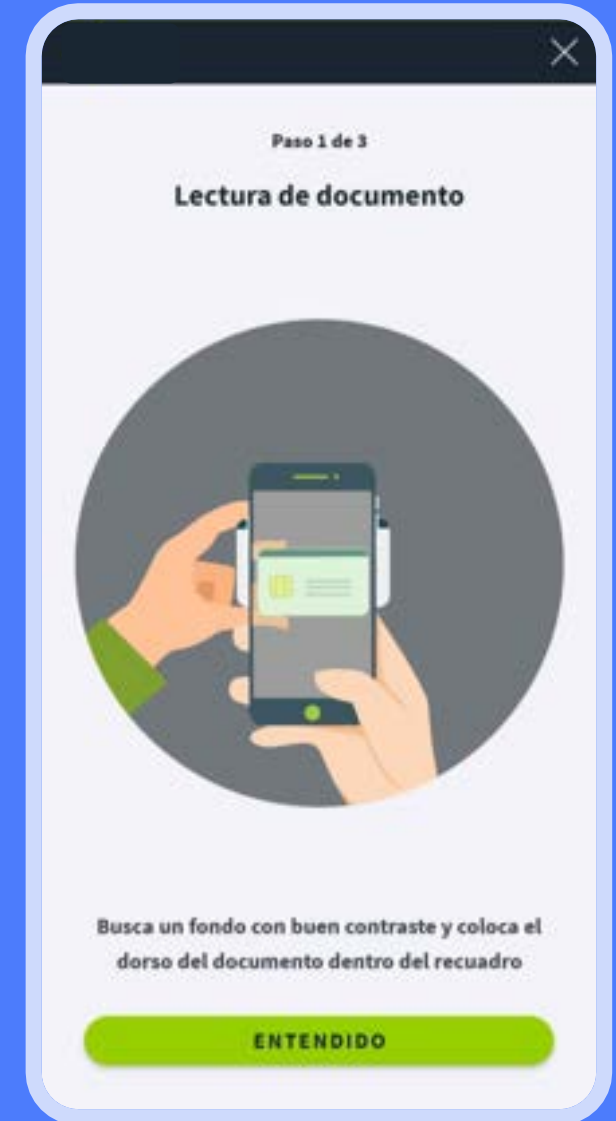
Step 1

Biometric capture with passive liveness



Step 2

Comparasion selfie against onboarding selfie (1:1) or against database (1:N)



Enhancing the digital identity experience

Roadmap to Interoperability

IDV Digital Identity

Reusable Digital Identity

Wallet functionality

Identity Platform [Fabric]

 facephi

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Networking Coffee Break

See you back at 11:30



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Embracing Innovation – How is the industry doing?

Paula Pardo Esteve

Senior Manager Ideation, Strategy and Partnerships, IATA



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End of Day 2
Thank you for joining us.

